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# CHOPSTiCKS NY®

NOV 2014

#91

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## GIFTS with JAPANESE TWISTS 2014

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Sake and  
Shochu:  
Drink Like A Pro

SPECIAL FEATURE

Transformation  
of TOKYO

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### FEATURES

### 09 GIFTS WITH JAPANESE TWISTS 2014

Holiday gift season is approaching with a steady pace. Those who do not complete their plan should check this out. Chopsticks NY introduces a variety of gift items with a taste of Japan, which could spice up your list.



[Nov 2014, #91]



Cover  
Peter Panka

www.chopsticksonline.com

The issue is the cover of the media issue "Japanese Art". To download issue #91, click on the link below from page 1.

### HOLIDAY GIFTS FOR YOU

Chopsticks NY is holding a sweepstakes for a chance to win a variety of gifts and gift certificates. Scan the QR code and follow the directions to enter the sweepstakes.

### 22 Sake and Shochu: Drink Like A Pro

At restaurants and bars, sommeliers' advice is always helpful, but how can we apply it to our own drinking patterns? We have consulted two sommeliers, one for sake and the other for shochu, on how they do their work.

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Literally meaning "red leaves" in Japanese, *Aoyori* the village that catches people's eyes, and going out to appreciate koyo is an autumn tradition in Japan. There are many notable koyo destinations, but when leaf viewing is combined with onsen (hot springs), the pleasure is multiplied.



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life paper in North America



# Transformation of Tokyo

## From a Fishery Village to a Hyper Modern City

With its unique mix of contemporary and traditional elements as well as its many commercial and cultural offerings, Tokyo is absolutely one of the most popular travel destinations in the world. It has a unique and dramatic history that has shaped the city of today. Here we explore Tokyo's history and how it has grown (and continues to grow), which will help you understand and enjoy this remarkable city.

### Establishment of "Edo" Culture

A milestone in Tokyo's history took place when the warlord Toyotomi Hideyoshi transformed it from a small fishing village into the seat of his shogunate in 1603. Hideyoshi ended a long period of war that lasted more than a century and established the foundation of a peaceful system of government, naming the town Edo literally meaning "door to the bay." He built up land where the sea once was, and even today, a significant part of Tokyo's waterfront is reclaimed land.

The Tokugawa Shogunate was run by the samurai class (bushi), but because Tokugawa created many jobs to build a strong city foundation, this naturally brought in more business people. Edo culture was therefore a mix of samurai and common people, which was quite a change from the elegant, noble culture in Kyō (the old name of Kyoto), the capital of Japan for centuries before. Today, Edo culture is thought of as aggressive, fast-paced, and sharp and is often described as *de jūkō*, cool, edgy; while Kyō culture is soft, fluid, and mild. This distinction was reflected in the fashions of the Edo era and can still be seen in the different kimono patterns of Tokyo and Kyoto styles today. Visitors to the two cities can savour the different moods just by being there.

Since Edo was commercially thriving, restaurants and other food vendors did very

well. Soba noodles and sushi sold at *yaotsu* (food stalls) became especially popular in Edo because they fit perfectly with the fast-paced Edo personality. Also, with its seaport location, Edo had an abundance of fresh fish. With no refrigerators, however, sushi chefs needed to invent storing and serving methods to keep the fish as fresh and tasty as possible. This gave rise to the Edokko sushi style, which is now enjoyed worldwide.

In the early days of Edo, crime, famine, and epidemics were of constant concern, so the government and residents built many temples and shrines for emotional and religious help. Visitors to Tokyo may find old shrines and temples in the center of contemporary Tokyo—some of them were built in the Edo period, and others were rebuilt more recently.

Another important aspect of the Edo period is that it was a time of national isolation. The Tokugawa Shogunate closed the country to the outside world (with the exception of the port of Nagasaki, which was allowed to do business with China and the Netherlands), forcing Japan to strengthen its own culture. As the headquarters of the shogunate, Edo was perfectly situated to develop and maintain its unique regional culture.



Formerly Edo-jo (Edo Castle), the Tokugawa shogunate's residence is located in the heart of Edo-jo Bridge.



The Meiji Empire was founded in 1868 in common areas at Yorozui Maruyama hill removed in 1862 and the present Empress Shōken was built in 1911-1912. Edo-jo bridge brought from all over Japan and overseas to create the forest.

## Localizing International Cultures

National isolation was strictly observed from 1633 until 1854, when the shogunate declined. Once Japan was reopened to foreign countries, many new things and concepts—fashion, food, science, political systems, and much more—flooded the city of Edo. Twelve years later, the Tokugawa reign was over and the social structure of Japan was redefined. This is when Edo became Tokyo.

Under the new governing system during the Meiji period, Japanese people were rapidly introduced to foreign cultures, beginning with the higher social classes and then gradually spreading to everyday people. This coincided with the world's industrial revolution, as Japan was exposed to both new cultures and technology at the same time. Naturally, this changed society drastically and Tokyo was greatly influenced by the influx of these elements.

Many Japanese foods enjoyed today were actually created during this period. Meat, especially beef, was very new in Japan, but it was quickly embraced and restaurants started serving gyu-don (thinly sliced beef simmered in an iron skillet with a soy sauce-based broth), now commonly called sukiyaki. Today there are still sukiyaki restaurants in Tokyo that were established back in the late nineteenth century. Other dishes, such as ebi-kun (shrimp cutlets), unnnakko (jerkets stuffed with seasoned meat), and hoso-ya chiso (thinly sliced beef/jerk simmered in a demi-glace and served over rice), were invented by taking Western ingredients and cooking methods and adapting them for the Japanese palate. Those dishes are now categorized as yoshoku: Western dishes with a Japanese twist. This period also gave rise to the Japanese version of Chinese noodles: ramen.

## Rapid Modernization in Everyday Life

When Japan abandoned its national isolation, the country was far behind in the technology of heavy industry, but it quickly caught up with the world's standard. Tokyo soon established a solid transportation system, which changed people's lifestyles. Today, the nation's well-maintained and punctual transit system is among the most advanced in the world.

There have been two major times of destruction in Tokyo. First, the Great Kanto Earthquake of 1923, which killed more than 70,000 residents, and then a series of air raids from 1944 to 1945 during World War II, the biggest of which killed more than 100,000 residents and burnt down a third of the cosmopolitan area. The city and nation were completely paralized after that, but that downtime also gave Japan motivation to rebuild and established the foundation for Japan's period of rapid economic growth (1954–1973).

Japan's recovery from the devastation was steadfast, and a symbolic event was hosting the 1964 Summer Olympic Games in Tokyo. To accommodate this international event, Tokyo developed its infrastructure, building new roads and expanding train stations and the airport. The first shinkansen (bullet train) was also created for the Olympics.

In the five decades since the Olympics, Japan has experienced economic ups and downs, but the city of Tokyo has not experienced major physical damage. The massive earthquake and tsunami in March 11, 2011, affected the city (but not as much as other areas closer to the epicenter). Tokyo still stands strong and fuels Japan's economy. The city will be hosting the Summer Olympics again in 2020.



With its interesting, colorful lines like this McDonald's in Roppongi, Tokyo, the city's streets are filled with color. In this area right next to Harajuku Station, you can see lots of art and graffiti on buildings, walls, and game arcades.



© David S. 2012

Commonly called Tokyo Tower, the Tokyo Skytree Tower was completed in 2011, and is a symbol of the past and future progress.



© David S. 2012



Chopped during the Edo period, Edomae sushi is still popular not only in Japan but also outside the country.



During the Edo period, Japanese sweets were sold at various temples and shrines. Check out the list of ingredients and more on the following page.

# Hungry for TOKYO Restaurant Campaign in NYC

November  
1-30, 2014

During the month of November, 20 restaurants and bars in NYC are serving Tokyo-inspired menus. Check out the flavors and twists of Tokyo.

Participating restaurants and bars are listed in alphabetical order.

Please consider it King Diagon!

## Ryogoku Chanko Nabe Hot Pot



Akira Kitchenette  
210 E 40th St., New York, NY 10017  
[www.akirachanette.com](http://www.akirachanette.com)

## Myoga Mule



Agave n' Share  
155 Greenwich St., New York, NY 10013

## Tokyo Style TERIYAKI-BURGER



Belcampo  
[belcampo.com](http://belcampo.com)

## Tomato Ume Ramen



Dope Sardine and  
140 E 4th St., New York, NY 10017  
[www.dopesardineandco.com](http://www.dopesardineandco.com)

## En Chirashi



En Japanese Bistro &  
123 Hudson St., New York, NY 10013  
[www.enjapanesebistro.com](http://www.enjapanesebistro.com)

## Tokyo Crispy Kara Chicken Breast



Fat Pig  
1212 Madison Ave., New York, NY 10029  
[www.fatpigny.com](http://www.fatpigny.com)

## Tokyo En Musebi Set



Hamamatsu Cafe  
160 W. 28th St., New York, NY 10001  
[www.hamamatsucafe.com](http://www.hamamatsucafe.com)

## Clara Ramen



Neko Case Ramen  
209 E. 14th St., New York, NY 10003  
[www.nekoiceramen.com](http://www.nekoiceramen.com)

## Tokyo-American Edo Kokku Ramen



Ali Ramen  
2012 Broadway, New York, NY 10033  
[www.aliramen.com](http://www.aliramen.com)

## Tokyo Tempura Soba Set



Kitsune Jiro  
2311 Broadway, New York, NY 10036  
[www.kitsunejiro.com](http://www.kitsunejiro.com)

## Tokyo Skytree



Papa's Kitchen  
81 Stevenson St., New York, NY 10001

## Tsukadani Mame Soba Set



Soba Totto  
271 E. 43rd St., New York, NY 10017  
[www.sobatotto.com](http://www.sobatotto.com)

## Sea Eel



Sushi Nakamura  
27 Central Park St., New York, NY 10014  
[www.sushinakamura.com](http://www.sushinakamura.com)

## Edomae Nigiri Set



Sushi Dan  
129 W. 44th St., New York, NY 10013  
[www.sushidan.com](http://www.sushidan.com)

## Seafood Yuza Ceviche



The Harvei  
101 Stevenson St., New York, NY 10001

## Nos Tokyo Style Ramen



Nos Ramen  
604 1/2 1st St., New York, NY 10011  
[www.nosramen.com](http://www.nosramen.com)

## Oyako-Dan with Tokyo Scallion



ShabuShabu Tokyo  
291 W. 45th St., New York, NY 10036  
[www.shabushabutokyo.com](http://www.shabushabutokyo.com)

## Seasonal Seafood and Vegetable Baked in Parchment Paper



Spicebox  
27-14 6th St., Brooklyn, NY 11217  
[www.spiceboxnyc.com](http://www.spiceboxnyc.com)

## Baba Maccarone, Smoked Kalecole Ranch, Grilled Radish, Baba Broth



Spicy Ramen  
235 Clinton Ave., Brooklyn, NY 11228  
[www.spiceryamen.com](http://www.spiceryamen.com)

## Tokyo Turnips



Uncle Niki  
1700 Bedford Ave., Brooklyn, NY 11219  
[www.uncleniki.com](http://www.uncleniki.com)

# Dōjo



## RAMEN specials

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[Dojorestaurant.com](http://Dojorestaurant.com)

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## KATAGIRI JAPANESE GROCERY STORE HAS HAD A GRAND REOPENING!

### Japan Premium Beef

Sophomore U.S. Kobe beef can be purchased by the weight. Every 29th day of the month:



get 10% off for meat only

### Deli Section

A wide array of ready-to-eat home-made Japanese food



will be available for purchase by the weight

### Sushi Section

Takesushi to go. Sushi will be prepared right on the premises using fresh fish

### What's New?

### Hamada-ya Bakery

Breads and pastries from a highly acclaimed Japanese bakery.

Hamadaya's will be available. Their Japanese style breads, fruit danishes and sandwiches are especially popular.



### Seafood Section

Seafood used on well, very fresh fish delivered daily from the market



**KATAGIRI**  
221 E 59th Street (Bet. 2nd & 3rd Aves)  
312.755.2544 [www.katagiri.com](http://www.katagiri.com)

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# All Things New from Stores, Products to Events

## SCHOOL

### Japanese Cooking Lessons at Wasan

Owned by two veteran Japanese chefs and a sake sommelier, Wasan has interested New York gourmands with its unique and masterfully prepared Japanese dishes using local, fresh ingredients. Since opening in 2011, Wasan has also held monthly Japanese cooking classes taught in Japanese. But starting this September, Wasan finally began offering Japanese cooking classes in English.

During each class, Wasan's Chef Kikusaburou Sakurai and Chef Ryota Kasuga teach students how to prepare four Japanese dishes. Because the class in English is designed for those who are not already familiar with Japanese cooking methods, they start with the basics and go step by step. Students learn how to make dashi broth, a step that is usually skipped in a class for Japanese people. The cooking lesson is followed by a fun tasting of all four dishes prepared by Chef Sakurai and Chef Kasuga. Students can also enjoy the food paired with sake carefully selected by Sommelier Tomoyuki Kuroki upon request (for an additional fee). The class meets once a month, usually Saturday or Sunday. Upcoming classes are October 25 and November 23. Check out the details on Wasan's website: [wasan-ny.com](http://wasan-ny.com)

**Wasan**: 10 E. 48th St., bet 1st & 2nd Aves.; New York, NY 10017; 1 718.250.0733; [www.wasan-ny.com](http://www.wasan-ny.com)

## DRINK

### Kibo: The Cup Sake that Beat the Odds

With a light aroma and bold flavor, something that wine drinkers would appreciate:

The search for a smaller brewery (microbrewery) that produced this type of premium sake led the team to Rikkaentakara in Iwate Prefecture, a town that was devastated by the massive earthquake and tsunami in 2011. There, they tasted the delicious sake of Sasebo Shuzo, and heard the harrowing stories of their loss as well as their recovery of sorts led by the local community, which made SakeOne decide to co-develop a sake with the brewery and named it Kibo, meaning "hope."

Kibo is made with 100% local Iwate rice called Himehebo, polished 70%, and 100% local water. The sake is deliciously soft, as well as sweet and mellow with a slightly dry finish that can go well with foods like grilled meats, poultry, and fatty fish like salmon.

**SakeOne**: [www.sakeone.com](http://www.sakeone.com)

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Chef Sakurai (right) and Chef Kasuga (left) guide students through the steps of preparing traditional Japanese dishes. The price for one class is \$10. OneidaNY.com will receive a \$5 discount for the November 23 class.



SakeOne in collaboration with Sasebo Shuzo in Iwate Prefecture is introducing their newly developed sake, Kibo, a premium sake that comes in the ever popular single serving container called "one cup". It was a project that developed out of SakeOne's search for the ultimate premium sake that fits the American profile, which Mr. Steve Miyatake, SakeOne's president, describes as medium bodied, intense and smooth with a light aroma and bold flavor, something that wine drinkers would appreciate.

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Kibo was first released on the West Coast during the Gatsby South Music and Arts Festival in San Francisco back in August where they received positive reviews. It was released on the East Coast in October 1st.



Three years after the devastation that took the lives of seven dedicated employees, Sasebo Shuzo was able to temporarily resume its operations at a facility in the neighboring town of Itoigawa for the duration of the rebuilding process.



**Sasebo Shuzo**: [www.saseboshoji.com/en/](http://www.saseboshoji.com/en/)

## DRINK

**Shochu  
Blended Nama  
Sake Debuted  
in the U.S.**

Uniquely packed in a 200ml (5.5 oz) can, the Furuguchi Kusatsu series is a nama sake (unpasteurized) and colored line that has been enjoyed in Japan ever since its release in 1972 by Kusatsu Sake Co., Ltd. The latest addition to the popular series, Ronoguchi Kusatsu-Kankou became available in the U.S. market this September.

Furuguchi



Kusatsu-Kankou masterfully blends singly distilled shochu made from Kusatsu's original sake基酒 with Kusatsu nama sake, and it delivers a great balance of Furuguchi's signature "Yume" (yuzu) flavor and the aroma from the rice shochu. It is characterized as full-bodied, clean, soft, elegant, fruity, crisp, dry and umami-rich. Recommended served on the rocks or chilled. Containing 13 percent alcohol, it best accompanies savory dishes like creamy sea urchin.

Kusatsu Co., Ltd. [www.kusatsu-nama-sake.com/global.html](http://www.kusatsu-nama-sake.com/global.html)

## FOOD

**New Wave of  
Japanese  
Snacks: Curry  
Flavored Rice  
Cracker**

Soriba (rice cracker) is a traditional snack enjoyed in Japan for centuries. Commonly seasoned with salt or soy sauce and given a kick with some spices, soriba is a perfect treat for both young kids and grown-ups alike as well as those who enjoy alcoholic beverages. Sanookishiroro, specialty rice cracker manufacturer in Mie Prefecture, upgraded their classic snack to a gourmet bite. Their hugely popular Curry Soriba, that features a unique curry flavor has finally arrived in the U.S. this September (its first time outside Japan).

Curry Soriba is crafted with carefully selected ingredients and through a painstaking production process. The dough, made from high quality unpolished rice (rice for making mochi) and water, is deep-fried, then soaked in special sauce blended with two kinds of dashi (fish-flavored bonito and seaweed). Then it's dried in their original dryer. Afterwards, it's seasoned with a mix of multiple ingredients. Gouda and Cheddar cheeses and 10 kinds of spices, including cumin, chili, turmeric, cilantro and black pepper. Once you bite into the crispy Curry Soriba, you are overwhelmed with umami from the sauce followed by an elegant heat from the spices. This soft soriba that has only been available in select gourmet stores in Japan is now exclusively sold at Kiteya in SoHo.

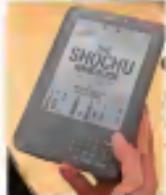
Kiteya NYC. [www.kiteya.com](http://www.kiteya.com)

## BOOK

**Great Source  
of Shochu  
References on  
Kindle**

Although it is getting more and more popular in this country, shochu is still somewhat mysterious for most American consumers. *The Shochu Handbook: An Introduction to Japan's Indigenous Distilled Drink* by Christopher Pellegrini unfolds the mystery of the Japanese alcoholic beverage.

First of all, shochu is a drink distilled from a variety of ingredients such as sweet potatoes, barley, rice, chestnuts, buckwheat and brown sugar. The book covers everything from basics to practical contents, introducing the history of shochu, distillation process, how to read labels, and a list of signature shochu brands as well as giving tips and advice on how to savor shochu and suggesting shochu pairings, serving styles such as mizuwari (ice with water) and ayuawari (out with hot water) and even original cocktail recipes. As a comprehensive shochu guide written in English, it will drag you into the wonderful world of that Japanese beverage. *The Shochu Handbook: An Introduction to Japan's Indigenous Distilled Drink* [Kindle Edition] is available on Amazon.



## SCHOOL

**Dance Lessons  
in Newly  
Revamped  
Studio**

Established in 2010 by Japanese ballet dancer, Mani Hayama, Hayama Ballet in Midtown offers classes based on the Russian method to students ranging from children to adults and from beginners to advanced. The ballet studio has just completed renovations, which divide the large classroom into two rooms. Now it's expanded to offer various classes and take more students. "I would like to spread fun aspects of ballet and other dances to as many people as possible, offer better lessons and establish an environment where everyone smiles," says Ms. Hayama.

Four new classes have been added to their ever popular dance classes. "Hanes & Stretch", taught by Akiko Matano, features exercise incorporating ballet elements and strengthens core muscles. "Iron Ballet", targeted for adults, is taught by Mana Tomono (ballet, contemporary, modern- and jazz dancer). Oriented for both kids and adults by Mana Yoshige, "Tap" class helps students improve their rhythmic sense, essential for dancing with music. In "Character Dance Lessons", also appropriate for both kids and adults, renowned dancer Miharu Itoh teaches character dances that covers steps and rhythms of folk dances from countries like Spain, Russia and Hungary.



Hayama Ballet 30-03 1st Ave St., Jord R., New York, NY 10016  
(212) 367-0811 [www.hayamaballet.com](http://www.hayamaballet.com)

<http://www.amazon.com/The-Shochu-Handbook-Introduction-Indigenous-Drink/dp/151070292X>



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# GIFTS WITH JAPANESE TWISTS 2014

The holiday gift season is approaching with a steady pace. Have you started planning your gift shopping? Those who do not complete their plan should check this out. Chopsticks NY helps you by offering a variety of gift items with a taste of Japan, which could spice up your list.

## Holiday Gifts for You

Chopsticks NY is holding a sweepstakes giving you a chance to win gift certificates. See next page for how to enter.



# BIG HOLIDAY GIFTS FOR YOU

## CHANCE TO WIN GIFT CERTIFICATES

To win a prize, go to  
[www.chopsticksny.com/gift2014](http://www.chopsticksny.com/gift2014)  
 or scan the QR code.

Chopsticks NY is offering readers a chance to win gift certificates provided by our advertisers. These can be used in shops, salons, schools, and more.

### HOW TO ENTER

Choose your favorite gift certificate from the list on pages 10-12.

Go to [www.chopsticksny.com/gift2014](http://www.chopsticksny.com/gift2014)  
 or scan the QR code below

Take a survey  
 (It'll take less than 3 minutes!)

Then enter the sweepstakes  
 (The deadline is December 14)

The lucky winners will be notified  
 by the end of December.

**Note:** You won't receive any change if the cost of the item/service is less than the value of the certificate.



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 646-529-0259 | [waqa.com](http://waqa.com)

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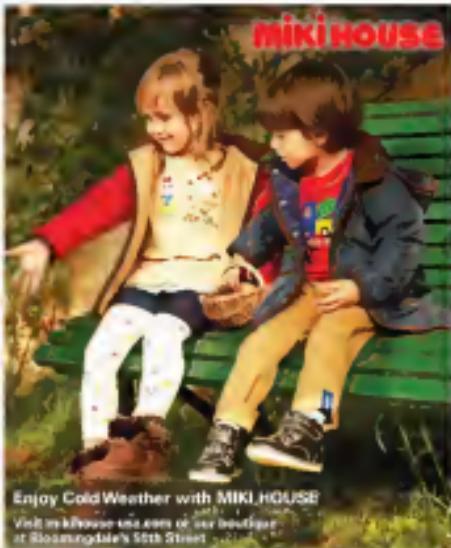
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I've often eyed Tofu Shirataki noodles in the refrigerated section at my neighborhood market — but I just didn't know how to prepare or serve them. Then I had the good fortune to receive a master class from cooking instructor Misako Saito, who helped me appreciate the versatility of these novelty noodles.

A medium of tofu plus ilonoya (Nan Yam), this ingenious product offers all the satisfaction and comfort of pasta without the gluten. Going G-free is an increasingly popular lifestyle choice, but foodies agree that the toughest part is giving up pasta. With Tofu Shirataki, it's easy! It's full-fiber and still energy-rich. Tofu Shirataki is also sugar-free, dairy-free, cholesterol-free, vegan, low oil/low carb, Non-GMO Project Verified, and Kosher-certified. It's adaptable to a range of recipes, from pasta primavera to nose-and-choose to hearty noodle soups. Tofu Shirataki has a chewier texture than traditional noodles. Simply drain, rinse and pat dry — no need to boil them; they come pre-cooked — then add your favorite sauce. However, if you heat the noodles, they won't overcook or become soggy like regular noodles or pasta.

With pepper, then stir the ingredients together. Finish with a sprinkle of chopped cilantro plus a sprig for a garnish. All those raw veggies provide contrasting crunch to the creaminess.

Cold noodles are always a treat, but with the weather cooling down, it's natural to crave warm pasta dishes — so Misako-sensei demonstrated how to make Tofu Shirataki with mushroom sauce. Slice cherry or grape tomatoes in half, then sauté in a pan with olive oil, garlic, and your choice of mushrooms. Add the drained noodles and stir.

Here's something to warm the heart in the coldest winter: Tofu Shirataki has no more than 10 calories per serving, so you can splurge by using sauce ingredients that are higher in fat content, such as butter, oil, or cheese — or all three together! "The key," Misako concludes, "is to use aromatic ingredients." You can't go wrong with Tofu Shirataki, so go ahead and invite friends over for a fun, fast feast.

—Reported by Julia Stabe



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# Sake and Shochu: Drink Like A Pro

At restaurants and bars, sommelier advice is always helpful, but how can we apply it to our own drinking patterns? To give you a hint, here we have consulted two sommeliers, one for sake and the other for shochu, on how they do their work.

## Tasting Sake for Finding an Ultimate Pair with Food



**Q: As a sommelier, what is the most important thing you keep in mind when you are tasting sake?**

My job as a sommelier is to recommend sake to customers. It's very unusual for a customer to come in and just order sake. Sake will almost always accompany food. So my job is to recommend sake that would enhance their dining experience, and in order to do that, I have to take into consideration many factors.

**Q: Would you elaborate on that?**

I check how much sake they have already had when taking their orders. That plays a crucial role in the way they taste sake. For example, you would want to avoid giving a daiginjo sake that tends to have a strong aroma to someone who already had a lot of sake. The aroma wine could put them over the top. In that case, I would give them a junmai, slightly warmed. That could really bring out the taste of what they are eating for them in a gentler manner. So that is the perspective I go in with when I am tasting sake. It's never simply about how good a sake is by itself.

**Q: How do you find out what kind of sake a customer would want?**

I try to find out the taste of the customer with as little questions as possible. No one wants to be bombarded with a list of questions, especially when they are there to have a good time, and I think that is the key to being a good sommelier. If a customer tells me they want something dry, I would maybe follow it up by asking if they like a heavier sake or a lighter sake, since there are many kinds of dry sake. Then I would look at what they are eating, and how much they have had to drink to make my recommendation.

It's completely different from if I were to just have some sake at home for myself. Everyone tastes things differently, so I have to leave my own feelings of the sake completely behind when speaking to customers. It's important to look at customer's food choices too because lots of people may dislike a sake as dry or sweet, but they all have a different idea of what dry or sweet sake is. So what they are saying becomes a tool for me to determine their direction in taste.

**Q: What is the most challenging thing about being a sommelier?**

One job is really not about what we like, or what we think of how a sake tastes. It's about individual customers and what would make them happy. That means we have to be versed in all the characteristics and aspects of the sake. The worst thing a sommelier can do is to recommend only the sakes they like. If their palate does not match with their customer's, nothing they recommended would taste good to the customer.

So I think the hardest way to taste sake is from the perspective of the server. Even harder than maybe the producer is because at least when you are a producer, you have an idea of what kind of sake you want to make. When you are tasting for yourself, it's just a matter of whether you like that sake or not.

-Keita Akaboshi, Sake Sommelier

But a sommelier has to taste sake for people they don't even know. With that being said though, there are certain sakes that match a certain food so well that there is just no argument about it. I try to take notes of that every time I am tasting, and that again, becomes a tool for finding out the direction of sake I should go with by looking at what customers are eating.

**Q: Do you have to taste other kinds of beverages like wine and spirits in order to be a good sake sommelier?**

For sure. Lots of people, particularly in America are wine drinkers, and those that like wine are very specific about the kind of wine they like. If a customer says to me they like a certain characteristic of a Sauvignon Blanc, you have to know what they mean. And believe it or not there are lots of sakes that share certain characteristics with wine and spirits, so when customers are very specific like that, it makes my job a lot easier.

### Keita's Ultimate Pairing

• Kurobuta Jarrin + Eelton (Steak Bowl)



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- Hanyaku Junmai Ginjo + Potato Salad
- Hattori Junmai + Hamburger Steak
- Fukuju Mitaigero + Potato Risotto

**Keita Akaboshi**

Certified sake sommelier. As a sake consultant for Kurobuta USA, he assisted numerous restaurant establishments. He is currently serving at Butcher's in Midtown on Tuesdays and Fridays.

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# Balance, Quality, Characteristics, Aroma and Flavor Profile, and the Overall taste

-Chris Johnson, Shochu Expert & Sake Sommelier



## Q: What are you looking for when you are tasting shochu?

As in any beverage you are always looking for balance. Shochu is supposed to have a higher alcohol presence than lets say sake but that presence should not be out of balance.

Another thing I look for is the flavor profile of the beverage itself. If it's a sweet potato shochu, you hope that it's going to have those nuances of the sweet potato, or if it's made with kuro kyo, it's going to have the nuance of kuro kyo. It's similar to tasting a wine. If it's an Oregon Pinot Noir, you are looking for that certain Pinot Nerness. Earthy, barnyard, soft cherries or raspberry notes. It doesn't necessarily always taste that way, and it does not mean I'm not going to like it when it doesn't. Sometimes you will get something totally unexpected and that's great. A lot of times it's not what you thought, and it's amazing. Without that element I don't think I would be in this business. There are guidelines for well-made and not well-made beverages, and you can always taste the inurities, but you can't enjoy yourself a lot that won't allow you to enjoy the unexpected uniqueness that makes the beverage great.

Then there is the balance of acidity within that alcohol component. Is it smooth or is it harsh? You can have a 25% alcohol shochu that is like "Oh my God alcohol", and you can have a 25% shochu where

you are like, "Is this alcohol?" It's all about the distillation process and what the top (distillation method) was going for. So basically the points I look for come down to balance, quality, characteristics, aroma and flavor profile, and the overall taste.

## Q: How do you determine what to purchase for the restaurant?

Testing is about what I am looking for at the time for a restaurant. Who am I buying for? What kind of audience is this restaurant has. If it's a shochu bar, I might go for a very wide range where you can go for the Kagoshima funk. But if you are expecting a more diverse audience that has many shochu beginners, I might lean them with the Kagoshima funk. There is a reason why I introduce shochu novices to Tomio Hosai or Kappa no Shikoro, which are sweet potato shochus that are so delicate and easy to drink. At Cherry Izakaya we have customers with a more adventurous palate, so I can be a little more risky.

## Q: What are some of the funnier varieties there?

I have Konbu Kara and Kara no Shikoro. Konbu Kara has the classic sweet potato depth, and the depth the konbu kyo creates, the umami in the nose, and the richness. It's a more advanced shochu drinker's

shochu, very potable and you can smell the sea! If someone is a "potato drinker" I would recommend this one. Shochu is often described as Japanese vodka but it's nothing like vodka because vodka is supposed to not taste like anything, whereas shochu is all about tasting like what it is made from. For me, I always start with light, but towards the end of the evening I want something that's more dense. I really want to taste that sweet potato Kara no Shikoro is a lot more delicate compared to that and has pear notes as well as stone fruit notes. It has a little bit of apricot and peach. It's very soft. This one I would recommend to an Irish whisky drinker.

## Q: So is that one of the ways you make your recommendations?

Yes. I always ask customers what they usually drink. Are you a beer drinker? Are you a wine drinker? Are you a Merlot and Cabernet or a Cabernet Franc and Pinot Noir drinker? If they are a Cabernet Franc or Pinot Noir drinker I would recommend Kappa Kara because they are more used to that earthy, funky flavor. Or I would ask if they are a Tequila drinker or a Mezcal drinker? If they say Tequila I would go with the Kara no Shikoro, and if they say Mezcal I would recommend the Konbu Kara.

### Chris's Notes on Sato Kara (sweet potato shochu)

**Balance:** well balanced, heat of alcohol is released before and after aroma matches, there is natural sweetness to the alcohol

**Density:** Very good. You can breathe over the beverage. The alcohol is well integrated with the flavor profile

**Characteristics:** Sweet potato earthy richness is perfectly aligned with the soft rice notes. Because of this we can enjoy it at room temperature

**Aromatic Flavor Profile:** There is a nice nuttiness that immediately follows the sweet potato. The softness of rice on the nose. The sweet potato is not too intense.

**Overall taste:** The balance between the sweet potato and rice notes make this shochu shine. There is a nice rounded, earthy component here

that brings you to the great sweet potato flavor but the soft sweetness of the rice makes this a very drinkable shochu

**Method of Serving:** On the rocks or neat.

**Best pairing from Cherry Izakaya menu:** Tonkatsu Ramen with Miso Brown Butter

### Chris Johnson

Restaurant consultant, sake sommelier and shochu expert, beverage consultant. He was one of the first Americans to receive the title of sake sommelier. He consults restaurants and shochu bars for many restaurants including BONITO ST. Cherry NYC and Cherry Izakaya. He is also the owner of Izakayachi.

### Cherry Izakaya

80 N 8th St, Steffan Ave, 7th Fl-Berry St.  
Brooklyn, NY 11245  
(718) 260-4110



10  
31(Fri)



## Japanese Ghost Halloween Night

Varieties of CUP SAKES will be served

	Cup Sake	\$15 (reg.) → \$9	<small>Additional charges for those visiting in COSTUME!</small>
	Sapporo Beer	\$5 (reg.) → \$3	
	Asian style glasses all from up to bottom of Japanese ghosts!		
	49 Clinton St. (bet. Stanton & Thompson St.) 212-777-7069   <a href="http://azasunyc.com">azasunyc.com</a> Closed Mondays		

## Komasa Shochu Mixer

the most thoughtful mix for special



11/7 8:00pm~

Azasu  
49 Clinton St. (bet. Stanton & Thompson St.)  
212-777-7069 | [azasunyc.com](http://azasunyc.com)

Ramen Pukkun Shochu "Komasa no Shochu" is a specialty in the very very early d. from rock to cockpit with hot water to cool water. During the event, you'll be invited to make shochu cocktails as well as hands-on experience on making them by yourself! Then the original and first order.

Distributed by IFC  
TEL: 908-525-1900



KOMASA JAPAN CO., LTD  
[komasa.co.jp](http://komasa.co.jp)

## Two New brands from the Gasanryu series have finally arrived in NY.

A mountain is something that cannot be moved, a river is something that flows. Some things pass you by in daily life and some things are fixed, it is only when people are disconnected from nature that such thoughts persists. When one is in touch with nature, he realizes that with the ever flowing passage of time even mountains may move, and rivers may stop. It is with this connection to nature that our sake is brewed, and this feeling is embodied in the name Gasanryu.

—Chef Brewer Masanobu Shindo

Gokugeitsu  
Junmai Daiginjo



Kizetsu  
Daiginjo



### GASANRYU

Ryōki  
Junmai Daiginjo

This sake is brewed at intervals for about two to three months. This sake is topped slowly with a fresh taste and intense mellowing as it were just squeezed to the customer.

### URA-GASANRYU

Syōka  
Honjōzo

The sour and dry balance are very good and the "Syōka" is a kind of compression brewing method. Even Honjōzo doesn't take over Goya.

Fuka  
Jōmai



Kōka  
Hōjō



Shindo Sake Brewery Co., Ltd.

[www.kurasanenboshi.com](http://www.kurasanenboshi.com)

Distributed by IFC  
TEL: 908-525-1400

# The Taste of Barley

Affectionately barley selected from Fukushima



## TSUKUSHI SHIRO

Smooth and fruit, more white ricey, and a hint of soybean spreads in your mouth with a clean finish. This light barley barley should pair great with subtle flavored dishes such as soups and salads.



## TSUKUSHI KURO

A gradual smoothness from the barley wine followed by a sweet and powerful flavor. A strong taste that lingers in your mouth and satisfies your appetite. Pairs well with strong flavored dishes like BBQ.

[www.tsukushibrew.com](http://www.tsukushibrew.com) | Sakeyata Sake Co., Ltd.  
Distributed by New York Sake Distributors Inc.



## Special Daily Menu

(Mon-Fri)

Check our facebook  
for an updated menu



## sake bar SHIGURE

277 CHURCH STREET

(bet white st. & franklin st.)  
212-965-0200 | Closed Sundays

[www.sakebar-shigure.com](http://www.sakebar-shigure.com)

# "Ginza no Suzume"

## Let's drink till down.

At a time in the past in Ginza, Tokyo, there used to be cheerful drinkers "Sparrows" drinking all night long with their fellows, leaving the time behind.

These sparrows were cheerful drinkers. "Ginza no Suzume" was named after them. Enjoying the night and having conversations with your fellows at after counter is what we call, "New York no Suzume."

Nov. 1st - 30th

Cherry Izakaya

135 N 6th St, Brooklyn NY 11201  
[cherryizakaya.com](http://cherryizakaya.com) | 212-738-4400

Kohaku

Amber

Alcohol 24%  
From Barley

Ginza Shuzo  
Stocked in our oak barrels have given it a silken and mellow taste.

Shiro

White

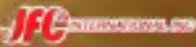
Alcohol 20%  
From Barley

A delicate taste and dry after taste.



Yatsushika Brewery Co., Ltd.  
[www.yatsushika.com](http://www.yatsushika.com) (JPN Only)

Distributed by  
TEL: 908-525-4400



# Century Old Brewery with Young Blood

**TSUKINOWA SHUZO, LTD.**



Founded by the Yokozawa family that formerly operated a koji specialty store in Shiroi Town in two Prefecture, Tsukinowa became a sake brewery in 1895. Since then, the brewery has been deeply rooted in the town, whose famous Nambu-style brewing was born, by using local ingredients as well as personnel and by producing sake to the locals' palate. More than 90% of their sake is made from locally harvested rice-most of which is from contract farms in the area.

At the company's incorporation in 2005, Ryō-

ako Yokozawa became the "koji" brew master to take the helm of the brewing team and redefined Tsukinowa's tastes to appeal not only to locals but also worldwide consumers. "We are trying to create cleaner tastes while maintaining our signature 'body,'" explains Ms. Yokozawa, who leads the current young brewing team. She is also responsible for introducing new flavors and has developed unique products such as jumbo sake made from matcha-roasted matcha made from sake lees, and ice cream made using koji.

There are four sakes from Tsukinowa currently available in the U.S.: Onigao Ya no Taku (Midnight Moon) boasts a gorgeous, floral aroma with a well rounded flavor of carvellope and is recommended to be consumed chilled on its own to truly enjoy the distinctive characteristics as well as complexities. On the other hand, Takubotsu Jumon Tsukinowa (Moon Ring) is developed as more of a table sake. It has a refreshing and mild flavor with a touch of fruity sourness, which pairs perfectly with fresh oysters and light dishes. Honjyo Tsukinowa Kirei Label (Blue Haze) has been loved by locals due to its powerful body and sharp impression. It can also be enjoyed in a wide range of temperatures from ice cold to hot. Junmai Mochidai (Rice Baby) is uniquely made from rice for mochi making. This type of rice is rarely sticky and hard to make sake with; however, Tsukinowa has carefully developed a method of using to fully grown mochis to brew a superdry, nutty and rich sake. It's great with beer chocolate and aged cheeses.

Tsukinowa's sake officially will be re-launched in the New York market this winter.



**TSUKINOWA SHUZO, LTD.**  
Mitsubata 101 Komatsu, Shinjuku-ku, Tokyo  
03-5990-8090  
TEL: 019-478-1333 | [www.tsukinowa-shuzo.com](http://www.tsukinowa-shuzo.com)

## 3 things you should know about TSUKINOWA SHUZO, LTD.

### Famous Top Master



Tsukinowa has adopted a system where the most of the brewing also serves as the top or head master and is responsible for all the sake produced. The current top Mr. Yo-kozawa is one of the few female top in Japan. She strives to introduce the sake of the heavens and create products that reflect each range of taste.

### Young Brewers from Local Areas

The average age of Tsukinowa brewing team is early 30s which is very young compared to the sake industry as a whole. Also they are from local masters neighboring areas of Niigata Prefecture. They are now developing unique flavor added using local fruits, shochu, ginseng made from sake lees,



### Traditional Processing Equipment



An "Ishibiki," a wooden so-called processing equipment called "kazari" is still in use. Unlike modern presser machines that are common today, it's Johnsons and time consuming to press sake using the hand. However, the sake pressed through this traditional equipment brings out amazingly soft-flavor griddle.



## Grocery & Sake Guide

This bi-monthly list of stores where you can buy Japanese food & liquor.

- Stores available at [www.chopstickcity.com](http://www.chopstickcity.com)
- Checkups HP available to pick up

## SAKE

Top	Gokuwa Wines & Liquors*
25	1000 Broadway Ave, 5th Fl 100-150 St 1 212-582-6288
Last	Rosey Wine's 273 Lexington Ave, Apt. 1000 R 25th St 1 212-875-4262

Top	Genchi Wines & Liquors*
Last	100 Lexington Ave, 6th Fl 60-61 St 1 212-582-3211

Top	Masao Wright*
Last	1000 Lexington Ave, 27th Fl 100-150 St 1 212-262-4888

Top	Ambassador Wines & Spirits*
Last	1000 Lexington Ave, 2nd Fl 100-150 St 1 212-425-2202

Top	Berkman Liquors
Last	100 Lexington Ave, 1st Fl 100-150 St 1 212-994-0522

Top	Chef's Liquor
Last	100 Lexington Ave, 1st Fl 100-150 St 1 212-248-2222

Top	NJK Import
Last	101 3rd Ave, Bet. 10th & 11th Sts. 212-457-1080

Top	Unite Square Wines & Spirits*
Last	100 Lexington Ave, 1st Fl 100-150 St 1 212-454-7000

Top	LE DU WINES
Last	100 Lexington Ave, 1st Fl 100-150 St 1 212-521-1200

Top	Aster Wines & Spirits
Last	100 Lexington Ave, 1st Fl 100-150 St 1 212-454-7000

Top	Tan's SAKURA*
Last	241 E. 10th St, Bet. 5th & 6th Ave 1 212-524-1222

Top	Kao's Wines
Last	100 Lexington Ave, 1st Fl 100-150 St 1 212-582-3211

Top	St. Marks Wine & Liquor*
Last	100 Lexington Ave, 1st Fl 100-150 St 1 212-582-3211

Top	Warehouse Wines
Last	100 Lexington Ave, 1st Fl 100-150 St 1 212-582-3211

Top	East Village Wines
Last	101 Stanton St., 2nd, 3rd & 4th Sts. 1 212-250-1700

Top	New York Wine Exchange
Last	100 Lexington Ave, 1st Fl 100-150 St 1 212-421-2222

Top	Rosetta Wines*
Last	400 Lexington Ave, Bet. 33rd & 34th Sts. 1 212-989-4200

Top	September Wines & Spirits
Last	100 Lexington Ave, 1st Fl 100-150 St 1 212-582-3211

Top	Grapevine Wines*
Last	101 Bond St, Bet. Greene/Broadway Sts. 212-520-2770

Top	Smith & Vine
Last	287 Greenwich St, Between A & B广道 1 212-520-2204

Top	Altimore Wine & Liquors
Last	101 W. 4th Street, 10th Fl 100-150 St 1 212-251-1001

Top	Dollar Seiger/Merlot
Last	602 Greenwich St, Between A & B广道 1 212-520-2204

Top	Quick Stop Wine & Liquor
Last	150 Stanton Ave, 2nd Fl 100-150 St 1 212-582-3211

## GROCERY

Top	MIMI Gourmet & Deli
Last	200 Greenwich St, 10th Fl 100-150 St 1 212-520-2204

Top	Daikoku*
Last	204-206 W. 10th St, Bet. 5th & 6th Ave 1 212-520-2204

Top	Daikoku*
Last	203-205 W. 10th St, Bet. 5th & 6th Ave 1 212-520-2204

Top	Katagiri & Co. Inc.*
Last	204-206 W. 10th St, Bet. 5th & 6th Ave 1 212-520-2204

Top	Santou Miso Miso*
Last	205-207 W. 10th St, Bet. 5th & 6th Ave 1 212-520-2204

Top	Pearl River Mart*
Last	100 Washington St, Brooklyn NY 11211 Tel: 800-366-4662   <a href="http://www.prm.com">www.prm.com</a>



## Japanese Delicacies

Top	Yokohama Ramen
Last	100 East 23rd St, Manhattan NY 10010 Tel: 212-983-2222

## Tokyo Mart

Top	Tokyo Mart
Last	100 Madison St, Bet. Grand & Canal Sts. 1 212-967-4422

## Pearl River Mart

Top	Pearl River Mart
Last	100 Washington St, Brooklyn NY 11211 Tel: 800-366-4662   <a href="http://www.prm.com">www.prm.com</a>

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Sunrise Mart Soho*	
498 Broadway, Ste. 100, New York, NY 10013	Japanese
212.213.4003	
<b>Mitsuya*</b>	
91 Main St., Brooklyn, NY 11211	Japanese
212.438.4000	
121 Ave	
Friendly Market*	
25-10 Jackson Avenue, Astoria, NY 11106	Japanese
718.270.1025	
H & T Marketplace	
108-02 Northern Blvd., Bellwood, NY 11364	Korean
718.453.1001	
H Mart Northern 156	
166-07 Northern Blvd., Bellwood, NY 11364	Korean
718.453.1005	
H Mart Northern Blvd.	
144-07 Northern Blvd., Bellwood, NY 11364	Korean
718.453.1005	
H Mart Union	
202-07 Northern Blvd., Bellwood, NY 11364	Korean
718.453.0500	
H Mart William Park*	
102-07 3rd Ave., Williamsburg, Brooklyn, NY 11205	Korean
718.476.0700	
H Mart Worldwide	
55-W 46th Street, New York, NY 10036	Korean
212.695.0700	
Sakano-ya*	
29-01 34th St., Forest Hills, NY 11375	Japanese
718.453.1000	
Troyo Foods*	
164-01 10th Street, Bellwood, NY 11364	Japanese
718.453.1000	

K & T Marketplace	
401 Flushing Rd., Flushing, NY 11368	Korean
212.235.4001	
H Mart Great Neck*	
408 Main Street, Old Great Neck, NY 11027	Korean
516.626.1111	
H Mart Japanese Fresh*	
1950 Main St., Fort Washington, NY 10509	Japanese
212.412.1000	
Shin Nippon Do*	
123-04 10th Avenue, Bellwood, NY 11364	Japanese
718.453.1004	
DAIBO	
102 University Ave., White Plains, NY 10601	Japanese
914.473.0700	
Fuji Mart Scarsdale*	
181 Main Plaza Plus, Scarsdale, NY 10581	Japanese
914.265.1000	
H Mart Hartsdale*	
201 North Crossroads, Hartsdale, NY 10530	Korean
914.666.0000	
Korea Fresh*	
250 Foster Ave., White Plains, NY 10601	Korean
914.473.0000	
KUMA Market*	
1100 Congress Ave., Webster, Ark. 72501	Japanese
873.232.0700	
Dish Doctor*	
233 Madison Ave., Manhattan, NY 10017	Japanese
644.265.0000	
Asian Market*	
180 Columbia Avenue, Albany, NY 12203	Chinese
518.456.0700	

Frosting Bar*	
399 First Ave., White Plains, NY 10606	Japanese
212.235.0000	
H & T Marketplace	
1-100-1, 1-100-1, Nakano, Tokyo, 167-0053	Korean
261.512.0000	
H & T Marketplace	
403 S. Washington Ave., Indianapolis, IN 46201	Korean
201.361.0000	
H Mart Englewood	
251 Lawrence Ave., Englewood, NJ 07632	Korean
201.661.0000	
H Mart Little Ferry	
202 Harbor View, Little Ferry, NJ 07643	Korean
201.641.0000	
H Mart Ridgefield	
201 Forest Ave., Ridgefield, NJ 07657	Korean
201.932.0000	
Hino Nissui Clean*	
1008 Union Ave., Newark, NJ 07107	Korean
201.646.0000	
J MART	
60 Clemens St., Edgewood, NJ 07020	Japanese
201.453.0000	
Mitsuya Marketplace*	
200 Franklin Avenue, No. 1000	Japanese
201.351.0010	
Religious Foods	
201 Franklin St., Indianapolis, IN 46202	Japanese
317.294.0000	
Pop Mint Connecticut*	
120 Pleasant Ave., Glastonbury, CT 06033	Japanese
203.479.2107	

Milan Asian Market	
10-100-50, 2nd Floor, Chuo-ku, Tokyo, 100-0010	Japanese
03.552.1211	
Market*	
280 W. Birchtree Ave., Northgate, KY 41071	Japanese
502.263.0650	
Tokyo Japanese Store	
5010 Belmont Road, Pittsburgh, PA 15238	Japanese
412.268.0201	
JAPANESE WHOLESALE	
Central Breaks U.S.A., Ltd.	
60-200 Main St., Merrick, NY 11566	Food
718.453.4500	
Dairy Trading Co., Inc.*	
144-15 188th St., Spring Valley, NY 10587	Food
845.356.5000	
Pricebreakers Trading	
100-100-50, 2nd Floor, Minato-ku, Tokyo, 101-0011	Food
03.552.0122	
JFC International Inc.*	
10-100-50, 2nd Floor, Minato-ku, Tokyo, 100-0010	Food
03.552.4500	
Kochiwa Trading Co., Ltd.*	
102 Franklin Ave., Keweenaw, MI 49902	Food
219.456.9030	
NY Mutual Trading Co., Ltd.*	
20-15-20, Sakuragaoka, Minami-ku, Kyoto, 601-0011	Food
075.332.4000	
Wine of Japan Import, Inc.	
200 West Polk Street, Chicago, IL 60606	Food
312.457.0500	

## Enjoy Holiday Recipes with an All-Purpose Soy Sauce!

### Soy Sauce

All purpose Kikkoman Soy Sauce is naturally brewed from wheat, soybeans, water and salt. Like the wine, Kikkoman Soy Sauce is aged for several months to develop its characteristic rich yet mellow flavor, supporting savory and delicious match-brown taste. Consider using it in traditional Asian dishes, try it in mainstream American foods, like Mexican, Mediterranean dishes or even Caribbean recipes.



### Less Sodium Soy Sauce

Gluten-free Less Sodium Soy Sauce is almost exactly the same with an all-purpose Kikkoman Soy Sauce. However, after the fermentation process, approximately 40% of the salt is removed. Although there is less sodium in Less Sodium Soy Sauce, all the flavor and good by characteristics remain because it is aged before removing the salt. However, to prevent the salt flavor from becoming strong during the later stage of cooking, it is recommended adding it during the later stage of cooking in braising, soups and stews, vegetables or rice dishes.



## CHICKEN BRINE



### [INGREDIENTS]

- 3 Cups Kikkoman Soy Sauce
- 2 Tbsp. whole black peppercorns
- 2 Gallons water
- 4 dried bay leaves
- 1 1/2 Cups Kosher Salt
- 1/4 Cup Worcestershire sauce
- 6 Cloves minced garlic
- 1/4 Cup brown sugar

### [HOW TO COOK]

1. Combine all ingredients in large food-safe container.
2. Whisk until salt and sugar are totally dissolved.
3. Place meat into brine. Leave in brine about 1 hour per pound of meat.
4. Once done brining, pat meat dry before cooking.
5. Roast the chicken and baste with Kikkoman Soy Sauce.

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seasoning your life

Kikkoman is committed to taste and quality.  
For great recipes, visit our website:

[www.kikkomanusa.com](http://www.kikkomanusa.com)

# KAWAII in New York

By Jake Stauffer

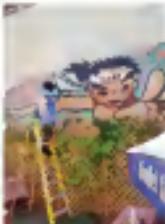
## Cute Currents in Street Art

Graffiti art is attracting the attention of culture connoisseurs all over the world. As urban walls from New Zealand to New York come alive with colorful spray-painted murals, the discerning eye detects distinctly kawaii themes.



Adam Fugita is a multi-disciplinary artist residing in Brooklyn with a background in public art and performance. Half Japanese by ancestry, he's currently an MFA candidate in the Products of Design department at the School of Visual Arts. References to Japanese anime and robotic comic appear often in his work, and one of his murals — located in the Bushwick section of Brooklyn — is the definition of cute. Japan-style Titled "Lucky Cat," it depicts neko-otoko, the feline male. Another Brooklyn mural, "Special Delivery," depicts a cute stork.

hobinger of a blessed event in the artist's life, the recent birth of his baby daughter, Paloma. "For sum shes going to be influencing all of my work," predicts the proud Dad — so expect more cute creatures from this talented artist. Visit him at [adamsfugita.com](#) and follow him on Instagram @adamsfugita.



Queens-based graffiti artist Shiro was born in Shizuoka Prefecture, and a friendly fish — symbol of her birthplace, which is located on the water — appears often in her paintings. Other recurring icons in Shiro's work include a dragon and a mermaid, who stars in the mural she recently painted for Long Island City's John Brown Smokehouse. Shiro's signature character in her ensemble after ego — Mimi, a kawaii cutie who resembles a pastel-toned Betty Boop. Described by her creator as "strong yet feminine," she's a stay-and-super-cute symbol of female empowerment. "With Mimi, I can be anything — mermaid, goddess, or glamorous girlie," the artist explains. Be on the lookout for Mimi in "Science Project," a group exhibition of works on canvas, an view through November 26 at the Brooklyn Art School Science [livescienceprojectnyc.com](#). Visit Shiro at [shiroby45.com](#) and follow her on Instagram @shiro\_yone.



Julia Kostura from *innercityculture* and style for The New York Standard New York Post, and creative director/designer for *Urbanomicon*. Illustrations by *Jadeen Jones*.

## RONIN GALLERY

Nov 11 - Dec 29, 2014

In the history of ukiyo-e, there is no name that evokes the sense of lyrical beauty of the Japanese landscape above all others — Hiroshige. Beloved the world over, Hiroshige's imagined portraiture of the natural world has earned him such epithets as the "poet of travel" and the "artist of rain." Garnering significant acclaim among both Western and Japanese audiences, his prints influenced and inspired famous artists like Claude Monet, Van Gogh, Segis, and Laurens.

## RONIN GALLERY

425 Madison Ave 3rd fl  
New York, NY 10017  
212.688.0188  
[roninframingflory.com](http://roninframingflory.com)

[www.roningallery.com](http://www.roningallery.com)

## Masterpieces of Hiroshige's Landscapes



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Flavor of the East Classic bold Shoyu circa 1960

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125 North St., Leonia, NJ 07631 Tel: 201-658-1100 [sunknudsenriverjersey.com](http://sunknudsenriverjersey.com)



## Shop Guide

The following is a list of shops where you can buy Japanese goods, services, and more.

- Categories listed at [www.chopsticksny.com](http://www.chopsticksny.com)
- Categories left available to pick up

### FASHION

<b>Upper West</b>	<b>Bird's Knits*</b>
410 Columbus Ave (bet. 79th & 80th St.) 212.589.4735	Clothing
<b>Upper East</b>	<b>R by Disney</b>
915 Madison Ave (bet. 58th & 59th Ave.) 212.832.9888	Clothing
<b>Upper East</b>	<b>Snags Accessories</b>
124 Madison Ave (bet. 57th & 58th St.) 212.542.4742	Accessories
<b>Upper West</b>	<b>SEIGYO NECKLACES*</b>
1261 Madison Ave (bet. 79th & 80th St.) 212.861.4735	Accessories
<b>Midtown West</b>	<b>UNIQLO</b>
201 7th Avenue (bet. 33rd & 34th Ave.) 617.485.4742	Clothing
<b>Midtown West</b>	<b>UNIQLO</b>
1007 Broadway (bet. 42nd & 43rd St.) 617.485.4742	Clothing
<b>Midtown East</b>	<b>Ridz House</b>
1688 3rd Ave, 2nd Fl., Upper Level 212.983.5222	Clothing

<b>Midtown East</b>	<b>Zone Hairfitters</b>
300 Madison Ave (bet. 47th & 48th St.) 609.476.3396	Accessories
<b>Greenway</b>	<b>Bronx New York*</b>
1055 Kingsbridge Ave (bet. 188th & 190th St.) 212.985.5222	Liquor
<b>Vine Village</b>	<b>Yosuké</b>
301 10th Avenue (bet. Thompson & Gramatan) 212.662.0000	Clothing

<b>West Village</b>	<b>Peterson Field*</b>
300 Broadway (bet. 6th & 7th Aves.) 212.514.0436	Clothing
<b>East Village</b>	<b>Tokio T*</b>
1001 2nd Ave (bet. 7th & 8th Aves.) 212.620.5794	Clothing
<b>East Village</b>	<b>Tokyo Joe</b>
204 E. 10th Street (bet. 2nd & 3rd Ave.) 212.473.7074	Clothing

<b>TriBeCa</b>	<b>Bird's Kids' Threads</b>
200 Hudson St (bet. 16th & 17th Aves.) 212.514.4938	Clothing
<b>SoHo</b>	<b>Nihon Institute</b>
100 Wooster St (bet. 7th & 8th Aves.) 212.967.1771	Clothing
<b>SoHo</b>	<b>Artis</b>
1000 Madison Ave (bet. 57th & 58th Streets) 212.855.2425	Accessories

<b>SoHo</b>	<b>Bronx New York*</b>
211 West 18th St (bet. 7th & 8th Aves.) 212.965.5472	Liquor
<b>SoHo</b>	<b>Facial India</b>
104 Greene St (bet. Mercer St.) 609.971.2028	Spa
<b>SoHo</b>	<b>Karen's Closet</b>
210 Hudson St (bet. Wooster St. & W. Third) 212.265.1168	Liquor

### Bronx New York\*

100 Wooster St (bet. 7th & 8th Aves.)  
212.967.1771

### Miku House

480 Madison Ave (bet. 5th & 6th Aves.)  
212.832.9888

### UNIQLO

1 8th Ave (bet. 3rd & 4th Aves.)  
212.471.4107

### J-PDP CULTURE

#### Upper East

##### Etsuya Gift Shop

A Japanese import store specializing in items from Japan. You can find over 200 kinds of packed toys, Japanese souvenirs, and many other interesting items. See our website—[www.etsuya.com](http://www.etsuya.com)—for more details.  
[www.etsuya.com](http://www.etsuya.com)

#### Midtown West

##### Book Off\*

460 8th Ave (bet. 51st & 52nd Sts.)  
212.989.1012

#### Midtown West

##### Kanazawa Bookstore

1015 5th Ave (bet. 52nd & 53rd Sts.)  
212.475.1555

#### Midtown West

##### Midnight USA

201 5th Ave (bet. 3rd & 4th Aves.)  
212.621.4521

#### Midtown West

##### Midtown Comics\*

101 8th Ave (bet. 4th & 5th Aves.)  
212.221.0110

#### Midtown East

##### JHU Comics Books\*

301 3rd Ave (bet. 7th & 8th Aves.)  
212.915.0304

#### Midtown East

##### Midtown Comics\*

401 Lexington Ave (bet. 48th & 49th Sts.)  
212.319.0111

#### Chelsea

##### Creative Comix

161 10th St (bet. 4th & 5th Aves.)  
212.569.0402

#### Chelsea

##### Image Comics\*

204 9th Ave (bet. 11th & 12th Aves.)  
212.449.4700

#### Vine Village

##### AG Goods

801 1st St (bet. Broadway & 8th Ave.)  
212.269.0888

#### East Village

##### Sensee Mart

47 Lexington Ave (bet. 36th & 37th Sts.)  
212.620.5555

#### East Village

##### Toy Tokyo\*

812 2nd Ave (bet. 10th & 11th Aves.)  
212.454.0467

#### East Village

##### Vision Games New York\*

351 2nd Ave (bet. 1st & 2nd Sts.)  
212.520.1222

#### East Village

##### oshibana

Japanese accessories boutique  
with a wide variety of products ranging  
from traditional to modern designs. Located  
in SoHo, oshibana carries products from  
Japan and Korea, including kimono, jinbei, obi,  
karakami, kanzashi, hats, and more.

#### East Village

##### Sensory Micros, Soho

152 Avenue A (bet. Bowery & Sheridan St.)  
212.471.0400

### Stardust Corp.\*

188 Broadway St (bet. Jay & Fulton Sts.)  
212.471.4100

### Asian Castle\*

3600 Broadway St (bet. 10th & 11th Aves.)  
212.426.1288

### Seasides Planet\*

544 19th St (bet. 1st & 2nd Aves.)  
212.620.1200

### OTHER

#### Makro West

##### Toke Shop N.Y.\*

480 2nd Ave (bet. 3rd & 5th Sts.)  
212.520.1212

#### Makro East

##### Ippodo Tea

165 2nd Ave (bet. 10th & 11th Aves.)  
212.426.1200

#### Edgar Wright

##### The Meow Meow Cat Room

212.779.0801 (Gotham City Kitten Hotel)

#### Trilby's

##### Knako Gourmet Tow\*

61 Avenue D (bet. Houston & Greenwich Ave.)  
212.426.1200

#### Quattro

##### Japanese Dressing Mall\*

200 2nd Ave (bet. 10th & 11th Sts.)  
212.520.1200

#### Japania

##### Japania Auto Lending

200 2nd Ave (bet. 10th & 11th Sts.)  
212.520.1200

#### IEPIKA French Tr

##### www.iepikafrench.com

212.426.1200 (French Laundry)

#### SoHo

##### Kirinoya House

101 Phoenix St (bet. 4th & 5th Aves.)  
212.520.1200

#### New Jersey

##### Miers New York

1000 Park Rd (bet. 20th & 21st Sts.)  
201.467.1744

#### Japan Senses

##### www.japansenses.com

#### Online

##### J-Lifc International, Inc.

Executive gifts for the complex  
and elegant. We specialize in  
designer gifts and corporate gifts,  
as well as unique items.

#### Japan

##### Japan Life & Gifts

1025 5th Ave, 10th Fl (bet. 48th & 49th Sts.)  
212.580.1200

#### Wakao New York

##### www.wakao.com

#### GALLERY

#### Midtown East

##### Asano Gallery\*

405 Madison Ave (bet. 48th & 49th Sts.)  
212.426.1200

#### Chelsea

##### NYC Art Gallery

172 5th Ave (bet. 20th & 21st Sts.)  
212.426.1200

#### Lower Noho

##### gallerysoonestinybig\*

212 Avenue A (bet. Houston & 1st Sts.)  
212.426.1200

#### Lower Noho

##### Gallery One

470 2nd Ave (bet. 10th & 11th Sts.)  
212.520.1200

#### Other

##### Gallery One

470 2nd Ave (bet. 10th & 11th Sts.)  
212.520.1200

### TRADITIONAL

#### Midtown East

##### Manhattan Kitchenware\*

180 Madison Ave (bet. 10th & 11th Aves.)  
212.426.1200

#### Chelsea

##### KYOTERA\*

201 10th St (bet. 48th & 49th Sts.)  
212.426.1200

#### East Village

##### Meikotsu

81 2nd Ave (bet. 10th & 11th Sts.)  
212.426.1200

#### KITEKI SOHOU\*

A Japanese restaurant specializing in  
Japanese soups, rice, and more.

#### Online

##### Japanese Soups

100 Madison Ave (bet. 10th & 11th Sts.)  
212.426.1200

#### Online

##### KITCHENWARE

100 Madison Ave (bet. 10th & 11th Sts.)  
212.426.1200

#### Online

##### YAMADA

100 Madison Ave (bet. 10th & 11th Sts.)  
212.426.1200

#### Online

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100 Madison Ave (bet. 10th & 11th Sts.)  
212.426.1200

#### Online

##### YAMADA

100 Madison Ave (bet. 10th & 11th Sts.)  
212.426.1200

### OTHER

#### Makro West

##### Toke Shop N.Y.\*

480 2nd Ave (bet. 5th & 6th Sts.)  
212.520.1200

#### Jewelry Supply

##### Other Goods

100 Madison Ave (bet. 10th & 11th Sts.)  
212.426.1200

#### Makro East

##### Ippodo Tea

165 2nd Ave (bet. 10th & 11th Aves.)  
212.426.1200

#### Quattro

##### Other Goods

100 Madison Ave (bet. 10th & 11th Sts.)  
212.426.1200

#### Trilby's

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# "AS AN AMERICAN EDUCATED IN JAPAN, MY JOB IS TO TEACH AMERICA ABOUT SUSHI."

— David Bouhadana, Sushi Dojo

**D**avid Bouhadana is the talk of the town chef in New York City these days, in that he is one of very few American sushi chefs who is trained in authentic sushi or Edomae style, a skill that takes years of dedication to master, in order to create the kind of quality sushi one can experience in Japan here in New York. Sushi Dojo relies on True World Foods (TWF). Chef Bouhadana talks on how the fish from TWF translates onto his plates.

**Q.** Why do you use fish from Japan and TWF's service for that?

You obviously need Japanese fish to make authentic Japanese food. You need to use fish that is indigenous to its country to be authentic. Since this restaurant offers the highest quality of Japanese food we can bring from Japan, using Japanese fish is imperative. TWF has the highest quality and the most variety of Japanese fish in the industry. They are known as the big boys of the fish game.

**Q.** What is your relationship with TWF.

It's like a marriage. I think I speak to my salesman from TWF more than anybody from 4 in the

rooming to midnight. We have strong communication. Sushi chefs obviously know the fish better than anyone in terms of how to use it, but TWF sees the fish first; so they have the inside knowledge of what is available and at what quality and size at any given time. It's important to build a trusting relationship which we have with them, and they definitely meet my needs every time.

**Q.** What makes your sushi restaurant stand out from others?

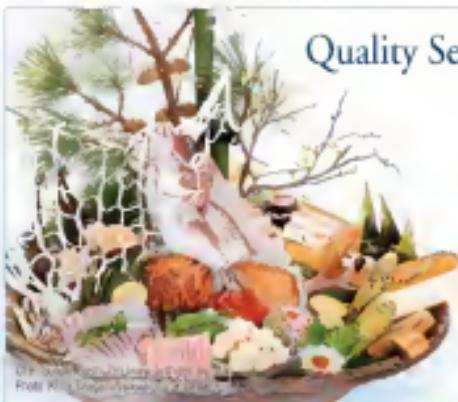
Sushi is educated food. The more you know about it, the more you like it, and vice versa. You don't want to go and spend \$150 for an "omakase" and you have no idea what you are eating. At Sushi Dojo we are very accessible whether you are a beginner or a connoisseur. We would offer ten pieces for \$45 for example, and happy to tell our customers a few things about it. As an American educated in Japan, my job is to teach America about sushi.

Especially since we are located downtown where the young people are, it's important to make sushi

approachable. We also make our sushi a close to Edomae style as we possibly can. I've been married to customers who tell me "no mackerel" and they end up loving it. It's just that they had never had good mackerel before. I love opening minds like that. (Bluefin tuna olive oil) is absurd for sashimi. Tuna, salmon and hamachi are good, but most Japanese people don't go to a sushi restaurant for those fish. We definitely try to push our customers to try new things, and give them the real sushi experience.



**Sushi Dojo**  
112 1st Ave. (Between 4th & 5th Sts.) New York, NY 10003  
Tel.: 646-692-9558 | [www.sushidojony.com](http://www.sushidojony.com)



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[www.tsukijirefresh.com](http://www.tsukijirefresh.com)



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## Japanese Restaurant Review

- AZASU
- Cherry Izakaya
- Lucky Cat

## Asian Restaurant Review

- Saburi

## Listings

- Japanese Restaurant
- Asian Restaurant

### AZASU

49 Cedar St., 1st fl., Lexington & Cedar Sts.; New York, NY 10007  
Tel: 212.777.7881 | [www.azasu.com](http://www.azasu.com)  
Tue-Thur 5pm-12am, Fri & Sat: 5pm-11pm, Sun: 5pm-11pm

Shortened for "Thank You," azasu is an abbreviation of *Anpaku gasshoushi* and the name of a Lower East Side izakaya hot spot. Restaurant owner Gaku Shibusawa's concept is "gaietyori izakaya," a fun, friendly hangout for solo revivers. "While our other place, Toppoza, is more high-end and geared for foodies, Azasu is for everybody. It's casual and fun – a great intro to izakaya culture," Gaku-sensei explains. Izakaya rule number one: never drink on an empty stomach! Azasu offers comfort foods that pair perfectly with cocktails and beer. Curated by Chef Danielle Sobel, these are bistro updates on culinary classics: Katsudon – breaded, pan-fried, fried chicken – is outstanding. *Abiyaki* is a perennially popular izakaya item. Azasu's version is enlivened with octopus and gyoza. There are gyoza (dumplings) and *Misochi-Katsu* (panko-crusted meatball). Fancy a sandwich? The *Han Katsu* or deep-fried, panko-crusted ham on soft white bread. Noodle lovers drool over the excellent *Takoyaki* (octopus) and *Udon*. And if you're driving a veggie smidk, there's a tasty Tomato Sashimi! What to drink? A frosty mug of beer, or any one of the menu's many benefits of cup sake – a single sake serving that comes pre-packaged and sealed with its own lid. Azasu offers an impressive cup sake selection in metal cans or collectible, re-usable glasses. With a capacity of 50 people, the place is perfect for private parties.



Katsudon (breaded or pan-fried chicken) with a squeeze of lime.



If you crave veggie sashimi, Azasu's Tomato Sashimi is loaded with cucumbers and radish for the spice.



Udon: a topped with a generous helping of coconut flakes



Azasu's cup sake glasses are so cute it's tempting to collect them all!



The party-friendly izakaya essence of Azasu is evident right from the entrance.

### 3 Best Sellers

- Katsudon
- Takoyaki
- Tomato Sashimi

\$12  
\$12  
\$12

## Cherry Izakaya

129-14 3rd St., Bet. Bedford Ave. & Berry St. Brooklyn, NY 11201  
Tel: 347-995-6200  
Tue-Sat: 5:30-11:30 pm; Sun: 5:30-10:30 pm



Cherry Izakaya is a new style of izakaya that just opened in Williamsburg, Brooklyn, bringing a contemporary twist and an American touch to Japanese traditional izakaya items. It is a creation by restaurateur/chef sommelier Tomoharu "Tom" Yamada, who behind the upscale restaurants such as BOND ST and Cherry at Ocean Terminal. "Cherry Izakaya is meant to be the go-to neighborhood Japanese restaurant for Williamsburg and Brooklyn as a whole. Our aim is to provide Brooklyn locals with great food and BOND ST quality sushi in a comfortable and cozy environment," says Jonathan Man, owner of the restaurant. Their playful take on the izakaya menu such as *Eggplant Gimbap* with *Manchurian*, *Black Kurobuta Gyozza* and *Ahi Tuna* with *Cosmo Ponzu* and *White Buffalo Gf* is perfectly fitting with the trendy neighborhood and their cozy, wood-based interior, inspired by 1930s Tokyo's izakaya yet comfortable enough that one can potentially come to the bar counter alone to grab a drink to unwind after a long day. With 24 sakes and 7 different shochu varieties carefully chosen by sake sommelier Chris Johnson, the beverage selections are just as eclectic as its cuisine and knowledgeable bartenders can direct you to the drinks that would most enhance your dining experience. With a menu that changes with seasonal subtleties, the restaurant will keep you entertained all year long.



Chef Tomoharu's unique *izakaya* also invites you to the very playful izakaya trend at Cherry Izakaya.



*Izakaya* presented with *Cosmo Ponzo* is a refreshing sake base cocktail.

## Lucky Cat

292 E. 5th St. (bet. 2nd & 3rd Aves.), New York, NY 10022  
Tel: 212-600-8003 | [www.luckycat-nyc.com](http://www.luckycat-nyc.com)  
Mon-Fri: 11:30am-11pm; Sat: 11:30-11pm; Sun: 11pm-10:30pm

Beloved by Japanese customers—that is proof of how authentic a Japanese restaurant is. Lucky Cat, opened in Midtown East earlier this year, boasts with a Japanese crowd for its perfect reproduction of the energy of an izakaya in Japan. Playful dishes, fun decor and lively atmosphere—everything expected of an izakaya is found here. Led by veteran, self-proclaimed “genroku”, Chef Kyo Kagawa, Lucky Cat is his brainchild, offering simple yet carefully prepared dishes with his personal touch, such as *Golden Rock Fest*, which is on the special menu and one and only in New York. *Chirashi Ahi Hot Pot*, square shape hot pot with a mixture of ingredients in rice vine soup. But his newest move is to introduce his hometown specialty, *Sanuki udon*, thick, chewy wheat noodles extruded by Japanese for centuries. “I'd like to bring *genroku* Sanuki udon to New York. To serve fresh flavor to our customers, we'll hand-craft the noodles every morning, so service will be limited to about 30-50 plates,” says Chef Kagawa. Since it's an izakaya, you cannot overlook their selection of sake, beer, shochu and cocktails, including beer made from red miso and the one from wasabi. Whatever you choose to eat and drink here, Lucky Cat will never fail to make you grin.



“Genroku” literally means “cherish, lucky Cat” repetition has got inserted in a square shaped pot with intricately piled up ingredients. Instead of regular udon boats, they use *uden* soup for an extra boost of umami.



Resolute debt and *izakaya* style are great ways to never Sanuki udon忘却!

## 3 Best Sellers

- Eggplant Shover with Miso and Fried Capers \$7.50
- Pulled Pork Gyozza \$7.50
- Short Ribs braised in Suntory Whisky \$7.50

- Sanuki Udon
- Chirashi Hot Pot
- Grilled Pork Fest

\$7.10  
\$16-18  
\$11



Upper East	<b>BASE*</b>	\$100/L
	286 E. 72nd St (bet. 5th & 6th Av.) 212-457-1000	
Upper East	<b>BBQ N' Bento*</b>	\$100/L
	286 E. 72nd St (bet. 5th & 6th Av.) 212-219-0100	
Upper East	<b>Ishikawa</b>	\$100/L
	1910 1st Ave (bet. 82nd & 84th Sts) 212-475-1200	
Upper East	<b>Ka Sushi (8th Ave.)</b>	\$100/L
	1008 8th Ave (bet. 80th & 81st Sts) 212-480-0000	
Upper East	<b>Ka Sushi (York Ave.)</b>	\$100/L
	910 York Ave (bet. 80th & 81st Sts) 212-743-1000	
Upper East	<b>Kyoto Sushi</b>	\$100/L
	1060 1st Ave (bet. 87th & 88th Sts) 212-219-0200	
Upper East	<b>Messu</b>	\$100/L
	411 E. 88th St (bet. Madison & Park Av.) 212-268-0000	
Upper East	<b>Nirvana Ramen*</b>	\$100/L
	300 1st Ave (bet. 86th & 87th Sts) 212-219-2100	
Upper East	<b>Poku</b>	\$100/L
	201 E. 86th St (bet. 1st & 2nd Aves.) 212-473-2100	
Upper East	<b>Sashabashi</b>	\$100/L
	901 E. 78th St (bet. 5th & 6th Aves.) 212-245-0400	
Upper East	<b>Sashimi Shrimp TV*</b>	\$100/L
	244 E. 78th St (bet. 7th & 8th Aves.) 212-441-5000	
Upper East	<b>Sushi Base</b>	\$100/L
	108 E. 78th St (bet. 2nd & 3rd Aves.) 212-329-4000	
Upper East	<b>Sushi of Sari</b>	\$100/L
	923 E. 78th St (bet. 3rd & 4th Aves.) 212-313-1000	
Upper East	<b>Sushi Sora*</b>	\$100/L
	745 1st Ave (bet. 82nd & 83rd Sts) 212-219-0200	
Upper East	<b>Tonkotsu</b>	\$100/L
	107 E. 78th St (bet. 7th & 8th Aves.) 212-219-1000	
Upper East	<b>Tonkotsu Bento Sushi Bar*</b>	\$100/L
	1027 York Ave (bet. 76th & 77th Sts) 212-721-1200	
Upper East	<b>Tottori 72</b>	\$100/L
	1440 Lexington Ave (bet. 70th & 71st Sts) 212-313-1100	
Upper East	<b>Tosan</b>	\$100/L
	801 1st Ave (bet. 80th & 81st Sts) 212-549-1000	
Upper East	<b>Torpedoi Boy*</b>	\$100/L
	1905 1st Ave (bet. 87th & 88th Sts) 212-681-7500	
Upper East	<b>Tokubishi 00*</b>	\$100/L
	264 E. 78th St (bet. 1st & 2nd Aves.) 212-420-0200	
Upper East	<b>Wajima</b>	\$100/L
	101 E. 88th St (bet. Madison & Park Av.) 212-483-0000	
Upper East	<b>Wazabi Loxley</b>	\$100/L
	160 1st Ave (bet. 82nd & 83rd Sts) 212-939-1100	
Upper East	<b>YUKA*</b>	\$100/L
	160 1st Ave (bet. 82nd & 83rd Sts) 212-721-1010	

<b>Midtown West</b>		
Midtown West	Aki Sushi	\$100/L
	295 W. 42nd St (bet. 5th & 6th Av.) 212-580-0000	
Midtown West	Aoki	\$100/L
	254 E. 41st St (bet. Broadway & 5th Av.) 212-580-0000	
Midtown West	Bonito 10	\$100/L
	240 W. 51st St (bet. 6th & 7th Aves.) 212-582-0100	
Midtown West	Bonito Sushi	\$100/L
	40 W. 51st St (bet. 6th & 7th Aves.) 212-581-0100	
Midtown West	Bonito Sushi*	\$100/L
	180 5th Avenue (bet. 50th & 51st Sts) 212-580-1000	
Midtown West	Brasserie 60*	\$100/L
	228 W. 52nd St (bet. Broadway & 5th Av.) 212-580-2000	
Midtown West	Go Sushi	\$100/L
	280 5th Ave (bet. 51st & 52nd Sts) 212-420-0000	
Midtown-West	GOT GOT CURRY*	\$100/L
	100 W. 42nd St (bet. 6th & 7th Aves.) 212-580-0000	
	This is an Indian-style curry restaurant featuring a variety of curries and the menu is very specialty oriented. They are known for their long list of choices and some less common items. Definitely a favorite in Midtown where you can get a decent meal. Opened recently.	
	Lunch: 11:30-2:30pm (Mon-Fri) Dinner: 4-11pm (Mon-Sat) Tel: 212.735.9779 247 E. 56th St, NYC <a href="http://www.gotcurry.com">www.gotcurry.com</a>	
Midtown-West	Hanako Sushi	\$100/L
	104 W. 42nd St (bet. 6th & 7th Aves.) 212-580-0000	
Midtown-West	Hanayu	\$100/L
	204 W. 42nd St (bet. Broadway & 5th Av.) 212-580-0100	
Midtown-West	Heisenberg*	\$100/L
	320 W. 39th St (bet. 6th & 7th Aves.) 212-580-4000	
Midtown-West	Hot Soba	\$100/L
	100 W. 42nd St (bet. 6th & 7th Aves.) 212-580-0000	
Midtown-West	Ichiyama*	\$100/L
	320 W. 39th St (bet. 6th & 7th Aves.) 212-580-4000	
Midtown-West	Imperial Izakaya	\$100/L
	221 W. 42nd St (bet. 6th & 7th Aves.) 212-580-0000	
Midtown-West	Imperial NY Wok & Sushi	\$100/L
	221 W. 42nd St (bet. 6th & 7th Aves.) 212-580-2000	
Midtown-West	ISHI Midtown 36	\$100/L
	100 W. 42nd St (bet. 6th & 7th Aves.) 212-580-4000	
Midtown-West	Izakaya IKOMA	\$100/L
	220 W. 42nd St (bet. 6th & 7th Aves.) 212-580-2000	
Midtown-West	KATSUMADAI	\$100/L
	40-42 W. 42nd St (bet. 6th & 7th Aves.) 212-580-4000	
Midtown-West	Kodomo 45	\$100/L
	204 W. 42nd St (bet. 6th & 7th Aves.) 212-580-0000	
Midtown-West	Koi	\$100/L
	401 W. 42nd St (bet. 6th & 7th Aves.) 212-580-0000	

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Midtown West	Miso Sushi																																																
40 W 20th Street (bet 5th & 6th Aves)	\$15-\$25																																																
212-963-7883																																																	
Midtown West	Nobu																																																
201 W 110th St. (bet Broadway & 8th Ave.)	\$15-\$25																																																
212-284-5200																																																	
Midtown West	Nippori																																																
281 W 57th St. (bet Broadway & 8th Ave.)	\$15-\$25																																																
212-941-5200																																																	
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40 W 42nd St. (bet 5th & 6th Aves.)	\$15-\$25																																																
212-957-3000																																																	
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152 W 46th Street (bet 6th & 7th Aves.)	\$15-\$25																																																
212-584-9999																																																	
Midtown West	Suppers*																																																
101 W 57th St. (bet 6th & 7th Aves.)	\$15-\$25																																																
212-951-2612																																																	
Midtown West	SHABU SHABU KOBAYA																																																
94 W 57th St. (bet 5th & 6th Aves.)	\$15-\$25																																																
212-695-2200																																																	
Midtown West	Shokun																																																
201 W 110th St. (bet 6th & 7th Aves.)	\$15-\$25																																																
212-681-1581																																																	
Midtown West	Soba Nigoro*																																																
130 E 42nd St. (bet 5th & 6th Aves.)	\$15-\$25																																																
212-463-7250																																																	
Midtown West	Sagaya																																																
261 W 55th St. (bet Broadway & 6th Ave.)	\$15-\$25																																																
212-620-0010																																																	
Midtown West	Sakura Zan																																																
Serving New Japanese cuisine and cocktails. Opened for over 30 years. Sake & premium cocktail list. The authentic atmosphere is uniquely its own. Authentic ramen, soups, salads, and more.	100 W 46th St., bet 6th & 7th Aves. (212) 580-0000 <a href="http://www.sakurazan.com">www.sakurazan.com</a>	Midtown West	Swashikai*	122 W. 46th St. (bet 6th & 7th Aves.)	\$15-\$25	212-589-0500		Midtown West	Sashaya*	28 W 56th St. (bet 5th & 6th Aves.)	\$15-\$25	212-243-5500		Midtown West	TANAKA*	540 W 42nd St. (bet 5th & 6th Aves.)	\$15-\$25	212-238-0911		Midtown West	Terakoya Ramen*	100 W 46th St. (bet 6th & 7th Aves.)	\$15-\$25	212-589-4110		Midtown West	Totto Ramen	500 W 42nd St. (bet 5th & 6th Aves.)	\$15-\$25	212-963-5000		Midtown West	Totto Ramen 57st St.	484 W 57th St. (bet 6th & 7th Aves.)	\$15-\$25	212-963-5000		Midtown West	Yakitori 10710	26 W 56th St. (bet Broadway & 5th Ave.)	\$15-\$25	212-981-4500		Midtown West	Yummy Sushi*	30 E 42nd Street (corner of 5th)	\$15-\$25	212-453-0128	
100 W 46th St., bet 6th & 7th Aves. (212) 580-0000 <a href="http://www.sakurazan.com">www.sakurazan.com</a>	Midtown West	Swashikai*	122 W. 46th St. (bet 6th & 7th Aves.)	\$15-\$25	212-589-0500		Midtown West	Sashaya*	28 W 56th St. (bet 5th & 6th Aves.)	\$15-\$25	212-243-5500		Midtown West	TANAKA*	540 W 42nd St. (bet 5th & 6th Aves.)	\$15-\$25	212-238-0911		Midtown West	Terakoya Ramen*	100 W 46th St. (bet 6th & 7th Aves.)	\$15-\$25	212-589-4110		Midtown West	Totto Ramen	500 W 42nd St. (bet 5th & 6th Aves.)	\$15-\$25	212-963-5000		Midtown West	Totto Ramen 57st St.	484 W 57th St. (bet 6th & 7th Aves.)	\$15-\$25	212-963-5000		Midtown West	Yakitori 10710	26 W 56th St. (bet Broadway & 5th Ave.)	\$15-\$25	212-981-4500		Midtown West	Yummy Sushi*	30 E 42nd Street (corner of 5th)	\$15-\$25	212-453-0128		
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30 E 42nd Street (corner of 5th)	\$15-\$25																																																
212-453-0128																																																	

## Midtown East

Midtown East	Aberjia Kaisendo*
101 E 5th St. (bet Madison Ave.)	\$15-\$25
212-931-6300	
Midtown East	Aceca*
211 E 88th St. (bet Madison & 5th Aves.)	\$15-\$25
212-441-1000	
Midtown East	DOMUS-VA*
131 E 42nd St. (bet 5th & 6th Aves.)	\$15-\$25
212-957-7000	
Midtown East	Ego-Kobo*
803 3rd Ave. (bet 50th & 51st)	\$15-\$25
212-932-8810	
Midtown East	Haketen
The Corinthian (bet Park Ave. bet 5th & 6th)	\$15-\$25
212-485-1100	
Midtown East	Hanzaku
111 E 46th St. (bet Madison & 5th Aves.)	\$15-\$25
212-932-2600	
Midtown East	Heisei Ramen
201 E 5th St. (bet 2nd & 3rd)	\$15-\$25
212-931-1110	
Midtown East	HINATA
151 E 5th St. (bet 5th & 6th Aves.)	\$15-\$25
212-252-2510	
Midtown East	Izakaya-Kiyosu
201 E 42nd St. (bet Madison & 5th Aves.)	\$15-\$25
212-931-1110	
Midtown East	Izakaya-Siki
141 E 5th St. (bet 5th & Lexington Ave.)	\$15-\$25
212-939-9800	
Midtown East	Jakai
201 E 5th St. (bet 5th & 6th Aves.)	\$15-\$25
212-931-8700	
Midtown East	Kapuso
211 E 42nd St. (bet Madison & 5th Aves.)	\$15-\$25
212-939-4870	
Midtown East	KATSUHAMADA*
111 E 46th St. (bet Madison & 5th Aves.)	\$15-\$25
212-954-1000	
Midtown East	KEI GAI ShabuShabu
905 26th Pl. (bet 4th & 5th Sts.)	\$15-\$25
212-984-2272	
Midtown East	Menchikuya-Ton
121 E 46th St. (bet 5th & Lexington Ave.)	\$15-\$25
212-931-0000	
Midtown East	NIKAI*
100 E 5th St. (bet 5th & 6th Aves.)	\$15-\$25
212-931-0950	
Midtown East	Nippou*
101 E 5th St. (bet 5th & Lexington Ave.)	\$15-\$25
212-931-0000	
Midtown East	Nobu Shabu
Nobu Shabu is a new style of Nobu that is a range of menus. Lunch menu includes soups, noodle soups, and salads. Dinner menu will be open 20 different kinds of "shabu". What makes this restaurant is that the menu changes every 10 days. 201-910-0000 <a href="http://nobushabu.com">nobushabu.com</a>	
212-931-2500	
Midtown East	Ramen Teikoku*
107-111 2nd Ave. (bet 5th & 6th Sts.)	\$15-\$25
212-931-2500	
Midtown East	Ramen Teikoku*
211 E 5th Street (bet Madison & 5th Aves.)	\$15-\$25
212-931-0200	
Midtown East	Ramen Teikoku*
281 E 5th Street (bet 5th & 6th Aves.)	\$15-\$25
212-931-0200	

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past lives readings. Elaine has the gift to connect your loved  
ones, cleansing of the body, spirituality and good luck.

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**Ramen**

139 E 55th St. (bet 3rd & Lexington Ave.)  
212-355-2974. [www.hinolanmen.com](http://www.hinolanmen.com)  
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Sat 12:30pm-11:30pm  
Sun 4pm-11:30pm

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broth**

**SEAFOOD RAMEN**  
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	<b>Matsuwa Totto</b> <b>Soba Totto</b> 211 E. 49th St. (bet. 3rd & 4th Ave.) 212-685-2792 Matsuwa East <b>Bento Box*</b> 210 E. 49th St. (bet. 3rd & 4th Ave.) 212-685-2793 Matsuwa East <b>Sushi Asia</b> 211 E. 49th St. (bet. 3rd & 4th Ave.) 212-685-2794 Matsuwa East <b>Sashimi*</b> 211 E. 49th St. (bet. 3rd & 4th Ave.) 212-685-2795 Matsuwa East <b>Sushi &amp; Sashimi ARA</b> 201 E. 49th St. (bet. 3rd & 4th Ave.) 212-685-2796
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	<b>West Edge Sake</b> <b>Izakaya MEW*</b> 102 E. 49th St. (bet. 3rd & 4th Ave.) 212-685-2797 Matsuwa East <b>Yakiniku CCN*</b> 210 E. 49th St. (bet. 3rd & 4th Ave.) 212-685-2798 Matsuwa East <b>YAMA Restaurant</b> 208 E. 49th St. (bet. 3rd & 4th Ave.) 212-685-2799
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	<b>Kintomo</b> <b>Izakaya MEW*</b> 209 W. 20th St. (bet. 6th & 7th Ave.) 212-685-2799 Kintomo <b>Kintomo</b> 210 E. 49th St. (bet. 3rd & 4th Ave.) 212-685-2790
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## Chelsea

	<b>Aoyama Ramen*</b> 104 W. 26th St. (bet. 6th & 7th Ave.) 212-685-2801 Aoyama <b>Aoyama Ramen*</b> 811 3rd St. (bet. Madison & 5th Ave.) 212-757-0611
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Midtown/Square Park Station 221 Thomson St. (bet. 6th & 7th & 8th Ave.)  
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All Drinks → Special Price!  
\*Bar space only.

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**DINNER** —  
**BAR** —  
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Closed — Sun

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Mon-Fri  
11:30am-11:00pm  
Sun & Holidays  
5:30pm-11:00pm

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Sakuraya's multi-generational 40-year-old sushi shop offers a variety of EDI Sushi, maki rolls, nigiri, & sashimi. Made-to-order soups, ramen, & udon. Delivery available. Open daily from 11am-9pm.  
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212-451-4100 | [www.chopsticksnyc.com](http://www.chopsticksnyc.com)

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It's soft, it's creamy, it's loaded, it's seriously delicious! Our signature creamy cajun mac & cheese is a creamy, ultra-potentious loaded baked mac & cheese. There are many more items to come from including soups, salads, coffee, etc. 20% off first time visitors.

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480 W 179 St. (bet. 2nd & 3rd Ave.)  
212-451-0184

**Gelato** **Gelato**  
10 W 179 St. (bet. 1st & 2nd Ave.)  
212-451-4010

**Gramercy**  
**Aji Sushi**  
101 St. 2nd St. (bet. 2nd & 3rd Ave.)  
212-451-2000

**Chopsticks** **Bistro Baguette**  
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212-451-0881

**Chopsticks** **Kate Sushi\***  
238 W 179 St. (bet. 1st & 2nd Ave.)  
212-451-0800

**Chopsticks** **Monster Sushi\***  
101 W 179 St. (bet. 1st & 2nd Ave.)  
212-451-0111

**Chopsticks** **MORIMOTO**  
90 W 179 St. (bet. 1st & 2nd Ave.)  
212-451-4529

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Enjoy our Japanese menu,  
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a great value for your price!

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Tel: 212-451-7788 | [www.sushiyaku.com](http://www.sushiyaku.com)  
Email: [Reservations@chopsticksnyc.com](mailto:Reservations@chopsticksnyc.com)

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salmon flakes.  
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espresso

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DINNER MON-TUE 5PM-1AM  
FRI, SAT 5PM-2AM  
HAPPY HOUR 5:30-7PM, 1PM-CLOSE

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281 1st Ave 20-280 (S) 212-421-4203

**Germany Haus**  
208 First Ave 2nd Fl 10th St 212-421-4203  
146-421-4203

**Germany Kaisen Sushi East\***  
381 3rd Ave 2nd Fl 6th & 3rd Sts 212-421-4208

**Germany Makoto\***  
191 Avenue A bet 8th & 9th Sts 212-421-4208

**Germany Momokawa**  
181 1st Ave bet 3rd & 4th Streets 212-421-4208

**Germany Sabaki**  
191 Avenue A bet 2nd & 3rd Sts 212-421-4208

**Germany Sushi SAMBA**  
280 First Ave 2nd Fl 15th & 25th Sts 212-421-4203

**Germany Sushi SUSHI-NIN**  
101 1st Ave 2nd Fl 10th & 11th Streets 212-421-4208

**Germany Takkunwa Ramen\***  
145 Avenue A bet 2nd & 3rd Sts 212-421-4208

**Germany YAMA Restaurant**  
121 1st Ave 2nd Fl 10th St 212-421-4208

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**West Village Cho De Sen\***  
101 W 18th St bet 5th & 6th Aves 212-421-4208

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www.domorestaurant.com

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**West Village Sushi News**  
251 9th St bet 5th & 6th Streets 212-512-1000

**West Village The Tokyo Tapas Cafe**  
27 Greene St bet 3rd & 4th Aves 212-512-1000

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212-973-4200	
Cars Village	Zao R*
301 E. 46th St. (bet. 4th & 5th Aves.)	\$20-L
212-973-0071	

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Lower Mtn	Kappa
212-848-0100 (bet. 3rd & 4th Streets)	\$20-L
212-973-1000	
Lower Mtn	Masumi
16 Avenue St. (bet. Mulberry & Lafayette)	\$20-L
212-973-1000	
Lower Mtn	Masumi
510 Broadway N.Y. 10012	\$20-L
212-973-1000	
Lower Mtn	Motomu
250 Main St. (bet. Prince & Hudson St.)	\$20-L
212-973-4200	
Lower Mtn	NY Sushi Co
81 Avenue N.Y. 10020	\$20-L
212-973-4200	
Lower Mtn	Ogikubo Shabu-Shabu
229 Avenue B (bet. Chrystie St. & Bowery)	\$20-L
212-973-0800	
Lower Mtn	Soy
120 Sullivan St. (bet. Beekman & Washington St.)	\$20-L
212-973-0800	
Lower Mtn	St. Eliz Downtown*
18 Ave. St. (bet. 2nd & 3rd Aves.)	\$20-L
212-973-1000	

Lower Mtn	Sushi Ando
407 Greenwich St. (bet. West St. & Canal St.)	\$20-L
212-973-1000	
Lower Mtn	Sticks Shi
24 Park Eugene Street (bet. Cedar St.)	\$20-L
212-973-1000	
Lower Mtn	Yogosaki
154 Hudson St. (bet. Sullivan & Grove St.)	\$20-L
212-973-1000	

Tribeca	Tokobushi Hibachi*
190 Greene St. (bet. Church & Franklin St.)	\$20-L
212-973-1000	
Tribeca	Zotto*
23 Hudson St. (bet. Jan & Houston St.)	\$20-L
212-973-1000	
Tribeca	Seho
SoHo	Ebi Sushi SoHo
100 Hudson St. (bet. Houston & Prince St.)	\$20-L
212-973-0804	
SoHo	Hanakusa
26 Thompson St. (bet. Thompson & Spring St.)	\$20-L
212-973-1013	
SoHo	Ono
103 Thompson St. (bet. Spring & Prince St.)	\$20-L
212-973-0203	
SoHo	Steuer Sushi*
202 Hudson St. (bet. Prince St.)	\$20-L
212-973-1000	

Brooklyn	Brooklyn
Brooklyn	1st & R*
180 St. Just off the FDR & Brooklyn Pkwy.	\$20-L
212-973-2100	
Brooklyn	Ari Best*
142 Monroe St. (bet. Clinton & Henry St.)	\$20-L
212-973-4600	
Brooklyn	Bossa
212-229-1100 (bet. Thompson & Fulton St.)	\$20-L
212-973-7700	

# HON HAMACHI®

**SUPERIOR TASTE PREMIUM YELLOWTAIL**

**おはまち**

**American Masters of Taste**

We provide yellowtails that are delicious and safe, as nature intended.



Not treated with CO gas or colored with red peppers to brighten up the color.

 COSMOS GRACE, INC.

tel: 626-292-1701

### Never Frozen



**Type 1**

Taste is our priority

Which one would you choose?  
Type 1, 2, & 3 hamachi are grown to be fat with less exercise in a small space.

**Type 1:** Frozen yellowtail treated with CO gas.  
It is difficult to determine the freshness. They always look fresh and die spot quickly after defrost because the cells are ruptured in the freezing process.

**Type 2:** Fresh yellowtail treated with CO gas.  
It is difficult to determine the freshness because they always look fresh.

**Type 3:** Fresh yellowtail that are not treated with CO gas.  
This is regular fresh farmed yellowtail and grown to be fat with less exercise. Some of them are marinated with citrus juice, herbs, olive oil or vinegar for a better impression.

**Type 4:** Safety and taste are the priority. Stylish Hon Hamachi!  
Stylish Hon Hamachi with thin flesh are grown as a training net 50 times larger than the conventional ones. Hon Hamachi are grown in an environment closest to their natural habitat and not treated with CO gas. They are delicious with safety, freshness and quality at most.

The entries from hotels, restaurants and bars are on the road.

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TEL: 718-475-1999

**Brooklyn** *Grazia*  
25 Avenue St Brooklyn, NY 11205  
TEL: 718-488-8805

**Bronx** *Bonita\**  
201 East 181st Street Bronx, NY 10451  
TEL: 718-475-4700

**Bronx** *Holmes*  
500 Avenue D Bronx, NY 10451  
TEL: 718-475-0001

**Brooklyn** *Inou Chef House*  
10 Clark St Brooklyn, NY 11201  
TEL: 718-261-2227

**Bronx** *KYUZAKI on SMITH*  
108 Smith St Bronx, NY 10451-2001  
TEL: 718-475-2521

**Bronx** *Kyoto Sushi*  
108 South St Bronx, NY 10451-2001  
TEL: 718-475-4575

**Bronx** *Mizu*  
101 Bedford Ave Bronx, NY 10451-2001  
TEL: 718-261-8800

**Bronx** *Norito Ramen*  
208-210 West 1st St Bedford-Stuyvesant, NY 11211  
TEL: 718-475-1111

**Bronx** *Oaks*  
302 East 10th Street Bronx, NY 10451  
TEL: 718-475-4094

**Bronx** *Onihira Restaurant*  
21-25 East 188th Street Bronx, NY 10451  
TEL: 718-261-9988

**Bronx** *Ramen Yabu\**  
  
Bamboo Ramen & Soba  
Address: 200-220 West 188th Street Bronx, NY 10451-2001  
TEL: 718-261-8887

**Bronx** *Sakuraku*  
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TEL: 718-261-9888

**Bronx** *Sapporo House Japanese*  
800-820-8000 Ave A New York, NY 10009  
TEL: 718-261-0221

**Bronx** *Shaboten\**  
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TEL: 718-261-0209

**Bronx** *Senshi Katsu*  
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TEL: 718-261-0229

**Bronx** *Tonkotsu*  
21-19 Myrtle Ave Bronx, NY 10451-2001  
TEL: 718-261-0209

**Bronx** *Zankichi\**  
75-10 188th Street Bronx, NY 10451-2001  
TEL: 718-261-0209

**Bronx** *ZaZa Ramen*  
102-19 Avenue McDonald Bronx, NY 10451-2001  
TEL: 718-261-0209

**Queens**  
*Aji Japanese Cuisine*  
3647 Jerome Blvd, Astoria, NY 11106  
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**Queens** *Aquaria Ramen\**  
39-14 38th Street, 2nd Fl Astoria, NY 11104  
TEL: 718-261-0001

**Queens** *ANPYSOSH\**  
17-12 38th Street, 2nd Fl Astoria, NY 11104  
TEL: 718-261-1088

**Queens** *gomenza\**  
34-02 30th Ave Astoria, NY 11103  
TEL: 718-254-2504

**Queens** *Heikotsu*  
31-02 Forest St, Flushing, NY 11364  
TEL: 718-321-2227

**Queens** *Himemori Ramen*  
30-17 38th Street, 2nd Fl Astoria, NY 11105  
TEL: 718-261-2043

**Queens** *KATSUWON\**  
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TEL: 718-261-0021

**Queens** *Kyoto Sushi*  
164-11 Union Turnpike, Flushing, NY 11364  
TEL: 718-385-0117

**Queens** *LUNN Woks Grilling\**  
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**Queens** *Matsu Sushi\**  
947-955 30th Ave Astoria, NY 11103  
TEL: 718-261-0202

**Queens** *Narita*  
10-01 100th Street, Flushing, NY 11365  
TEL: 718-261-2096

**Queens** *Oishi Sushi*  
22-02 38th Street, 2nd Fl Astoria, NY 11103  
TEL: 718-261-0005

**Queens** *Pork Nori\**  
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TEL: 718-261-2228

**Queens** *Ramen Okashi\**  
24-02 30th Ave Astoria, NY 11103  
TEL: 718-261-0021

**Queens** *Shabu of Japan Akio's*  
24-04 Guyer Ave, Astoria, NY 11103  
TEL: 718-261-0004

**Queens** *Suki Thai Shabu\**  
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Queens	Takemoto*
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Queens	Teaute Sushi*
97-19 Bellflower Ave, Flushing, NY 11368 718-367-4800	\$10-\$15 L

Queens	Ukemi Wok*
138-02 Northern Blvd, Flushing, NY 11354 718-269-2204	\$10-\$15 L

Queens	Watson Sushi*
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Long Island	Koso
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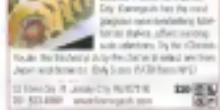
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ALL DAY

## The Ultimate Wafu Chuka in NY

SABURI

You can find Chinese restaurants everywhere in the world, but not so many "wafu chuka". Wafu chuka is the kind of Chinese cuisine found in Japan, which is Chinese food created with Japanese ingredients for the Japanese palate.

While it is nice to find wafu chuka outside Japan, Saburi in Murray Hill brings these tastes to New York. Owner/Chef, Sri was formally trained in both traditional Chinese and Japanese cuisines and has spent many years in Japan, knowing the Japanese palate inside-out. Using his experiences and knowledge, he blends the Chinese tradition with Japanese tastes and vagaries, the concept of wafu chuka. Signature dishes include the wafu chuka standards such as Ebi Chuka (Dale Shrimp Karashi) (shrimp poached in egg), Cabbage and Mao Stir-Fry, Saburi (Sweet and sour pork), Miso Risotto (spicy bean curd) and Okonomi (Fried rice). Unique here is also special Aokabe Ramen and Bokkeimien, which are ramens specific to wafu chuka cuisine.

Wafu chuka in general is lighter than the Chinese food found here in the U.S. and the taste is more subtle, like Japanese food. But at Saburi, the cuisine is wonderfully seasoned and extraordinarily well balanced, making you feel like you are in a top notch restaurant somewhere in Tokyo. Those who enjoy Japanese food will be pleasantly surprised by what Saburi has to offer, which could be a great change in rhythm for Japanese food lovers.

**Saburi** 100-10 Lexington Ave. (bet. 36th & 37th Sts.), New York, NY 10016  
Tel: 212-481-2098 | [www.saburi-nyc.com](http://www.saburi-nyc.com)  
Lunch: Mon-Fri 12-2 pm; Dinner: Mon-Sat 5 pm-late; Sun 8 pm-2 am



Wafu Chuka one of the most standard Chinese foods, and a favorite of the Japanese. Saburi even has a ramen style dish made with a milky broth.



Ebi Chuka another wafu chuka standard. This version here uses gyoza and place additional to the ramen together with the spicy bean curd.



Ramen is the Spicy Miso Ramen here is very nicely done, traditional and the rich soup comes 40 min. steamed in noodles, making every bite count. It comes in half portions too.



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Mon - Thurs, Sat: 11:30AM-11:00 PM  
Fri - Sun: 11:30 AM-11:00 PM

## CHEERS THAI RESTAURANT

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72-20 Roosevelt Ave., Jackson Heights, NY 11372 | Tel: 718-779-8109  
Mon-Thur 12pm-1am; Fri-Sun 12pm-2am | [www.himalayanyak.com](http://www.himalayanyak.com)

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**HAPPY HOUR**  
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**LUNCH SPECIAL**  
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Brooklyn, NY 11205  
Tel: 718-626-0311



## Other Asian Restaurant Guide

- Americano (as in a dinner entrée) and a dessert or a sweet
- Quick Eat Available
- Open for Lunch
- Delivery
- Fast Food
- Restaurant To Go
- Quick Service
- Restaurant Delivery
- Business Dining
- Coupon available at [www.chopsticksny.com](http://www.chopsticksny.com)
- Checkups NY available through op.

### CHINESE

#### Upper West

##### Ivy's Cafe\*

West 72nd St between Columbus & Broadway Ave | 212-510-2883

##### Wok 'n' Roll

1500 Broadway Ave (btwn 70th & 72nd Sts) | 212-510-9487

##### Asian

2007 Broadway Ave (btwn 70th & 71st Sts) | 212-812-7000

#### Upper East

##### Shaw Loon Wont

42-46 2nd Ave (btw Central Park W & E 6th Sts) | 212-635-4195

#### Upper East

##### Cafe Evergreen

1807 1st Ave (btw 86th & 87th Streets) | 212-743-2000

#### Upper East

##### Christians Eat!

1920 1st Ave (btw 86th & 87th Streets) | 212-743-7556

#### Upper East

##### Lira Noodle & Grill

560 1st Ave (btw 71st & 72nd Sts) | 212-425-2222

#### Midtown West

##### Der Phat

140 5th Ave (btw 14th & 15th Streets) | 212-228-0000

#### Upper East

##### Philippe

204 5th Ave (btw 7th & Madison Ave) | 212-614-0088

#### Upper East

##### Pig Heaven

1440 1st Ave (btw 86th & 87th Sts) | 212-744-4223

#### Upper East

##### Shanghai Pavilion

2070 1st Ave (btw 77th & 78th Sts) | 212-743-2000

#### Upper East

##### Szechuan General

1000 Madison Ave (btw 86th & 87th Sts) | 212-744-1000

#### Midtown West

##### China Grill

110 W. 57th St (btw 6th & 7th Aves) | 212-829-7000

#### Midtown West

##### Joss's Shanghai

2417 7th Ave (btw 66th & 68th Sts) | 212-510-2222

#### Midtown West

##### Others

101 W. 57th St (btw 6th & 7th Aves) | 212-829-1000

#### Midtown West

##### Tang Pavilion

101 W. 57th St (btw 6th & 7th Aves) | 212-829-4700

#### Midtown West

##### Wa Lieng Ye

201 7th Ave (btw 66th & 67th Sts) | 212-510-2000

#### Midtown East

##### Chia Chan

241 2nd Ave (btw 6th, 6th & 7th Aves) | 212-510-4000

#### Midtown East

##### Dynasty Tang

211 Madison Ave (btw 28th & 29th Sts) | 212-510-0000

#### Midtown East

##### Empress Inn

160 2nd Ave (btw 26th & 28th Sts) | 212-510-1111

#### Midtown East

##### Grand Sichuan

191 2nd Ave (btw 26th & 28th Sts) | 212-510-2000

#### Midtown East

##### Lucky House

191 2nd Ave (btw 26th & 28th Sts) | 212-510-2000

#### Midtown East

##### MR Ku\*

150 Lexington Ave (btw 36th & 37th Sts) | 212-510-1000

#### Midtown East

##### Peking Duck House\*

201 2nd Ave (btw 26th & 28th Sts) | 212-510-2000

#### Midtown East

##### Phoenix Garden

247 2nd Ave (btw 26th & 27th Sts) | 212-510-2000

#### Midtown East

##### Shih Lee

211 2nd Ave (btw 26th & 27th Sts) | 212-510-2000

#### Midtown East

##### Shine Lai Polson

181 2nd Ave (btw 26th & 27th Sts) | 212-510-2000

#### Midtown East

##### Grand Sichuan

211 2nd Ave (btw 26th & 27th Sts) | 212-510-2000

#### Midtown East

##### KOA

191 2nd Ave (btw 26th & 27th Sts) | 212-510-2000

#### Midtown East

##### Rockhouse Dumpling

111 W. 23rd St (btw 5th & 6th Aves) | 212-540-8200

#### Midtown East

##### The Cottage\*

20 2nd Ave (btw 16th & 17th Sts) | 212-510-2000

#### Midtown East

##### Wa Lieng Ye

201 7th Ave (btw 66th & 67th Sts) | 212-510-2000

#### Midtown East

##### Yan's

201 7th Ave (btw 66th & 67th Sts) | 212-510-2000

#### Midtown East

##### Business

201 7th Ave (btw 66th & 67th Sts) | 212-510-2000

#### Midtown East

##### Despotina Mous\*

201 7th Ave (btw 66th & 67th Sts) | 212-510-2000

#### Midtown East

##### ABC Chinese Restaurant

364 2nd Ave (btw 26th & 27th Sts) | 212-510-2000

#### Midtown East

##### Annie's

111 2nd Ave (btw 26th & 27th Sts) | 212-510-2000

#### Midtown East

##### Au Mandarin

200 2nd Ave (btw 26th & 27th Sts) | 212-510-2000

#### Midtown West

##### Big Wong

83 Mass. Ave

2nd Floor

Cambridge MA 02139

617-451-5000

212-510-2000

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#### Lower East

##### Wa Lieng Ye

181 2nd Ave

2nd Flr

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#### Upper West

##### Big Wong

83 Mass. Ave

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241 W 46th St (bet Broadway & 5th Ave) 1-800-543-0003	215 L \$15-\$25
<b>Muthu's Wok</b>	<b>G2 Thai</b>
2nd fl, 100 Hudson St (bet 6th & 7th Av) 1-800-259-0200	215 L \$15-\$25
<b>My Little Wok</b>	<b>Room Service Malaika</b>
1520 Broadway, 10th fl (bet 6th & 7th Av) 215-8202-0000	215 L \$15-\$25
<b>Nan's Wok</b>	<b>The Plate</b>
204 3rd Ave (bet 2nd & 3rd Av) 215-252-2500	215 L \$15-\$25
<b>Nan's Wok</b>	<b>The Select</b>
203 3rd Ave (bet 2nd & 3rd Av) 215-252-2500	215 L \$15-\$25
<b>My Little Wok</b>	<b>Texas Thai</b>
223 5th Ave (bet 4th & 5th Av) 215-533-0200	215 L \$15-\$25
<b>My Little Wok</b>	<b>Wok Bar &amp; Restaurant</b>
213 3rd Ave (bet 2nd & 3rd Av) 215-333-0000	215 L \$15-\$25
<b>My Little Wok</b>	<b>Yum Yum 2*</b>
100 7th Ave (bet 4th & 5th Av) 215-630-0400	215 L \$15-\$25
<b>My Little Wok</b>	<b>Yum Yum Bangkok*</b>
400 7th Ave (bet 6th & 7th Av) 215-283-0800	215 L \$15-\$25
<b>My Little Wok</b>	<b>Yum Yum Two*</b>
400 7th Ave (bet 6th & 7th Av) 215-247-0200	215 L \$15-\$25
<b>My Little Wok</b>	<b>A+ Thai Place*</b>
1007 3rd Ave (bet 5th & 6th Av) 215-230-0200	215 L \$15-\$25
<b>My Little Wok</b>	<b>OBIS</b>
202 2nd Ave (bet 3rd & 4th Av) 215-230-0000	215 L \$15-\$25
<b>My Little Wok</b>	<b>Phin Thai Restaurant*</b>
200 Madison Ave (bet 2nd & 3rd Av) 215-740-0000	215 L \$15-\$25
<b>My Little Wok</b>	<b>Tekton Thai Kitchen</b>
2nd fl, 100 Hudson St (bet 6th & 7th Av) 215-252-2500	215 L \$15-\$25



<b>Guarantees</b>	<b>Yaa Thai Cafe*</b>
400 Fresh N. 3rd, 2000 N 3rd St., 111-113	\$10 L
212-421-2100	
<b>Getaway</b>	
100 W. 4th St., 1st fl., 100th Ave.	\$10 L
212-429-4673	
<b>SEA</b>	
825 Madison Ave./Opp. 82nd St. & 3rd Ave.	\$10 L
212-250-0222	
<b>Thai Villa*</b>	<b>Yaa Thai Food*</b>
210 Madison Ave./80th St. & 3rd Avenue	\$10 L
212-429-0000	
<b>East V-Rays</b>	<b>Kata Thai Cuisine</b>
100 E. 10th St., 1st fl., 100th Ave.	\$10 L
212-529-5500	
<b>Klong</b>	
212-529-6100	
<b>East V-Rays</b>	<b>Spicy</b>
100 E. 10th St., 1st fl., 100th Ave.	\$10 L
212-529-5500	
<b>Land O'Lakes</b>	
104 1st Ave. bet. 9th & 10th Sts.	\$10 L
212-629-1229	
<b>Tea &amp; Burn</b>	<b>Tea Thai</b>
212-610-4200, 2nd floor, 100th Ave. bet. 9th & 10th Sts.	\$10 L
212-373-0800	
<b>Lunch</b>	<b>Hai Thai</b>
102 Jackson St., 2nd fl., 100th Ave. bet. 9th & 10th Sts.	\$10 L
212-477-7674	
<b>Lower East Side</b>	<b>Korean Inn</b>
180 Bowery, bet. 2nd & 3rd Aves. & Houston St.	\$10 L
212-226-0770	
<b>Edward Mire</b>	<b>Pasta e Caramelle</b>
200 Bowery, bet. 2nd & 3rd Aves.	\$10 L
212-226-3210	
<b>Silky Rice</b>	
100 Grand St. (bet. Bennett & Houston St.)	\$10 L
212-224-4200	
<b>G. Yee</b>	<b>Kitchens</b>
100 Bowery St., bet. Houston & Spring Sts.	\$10 L
212-223-0000	

	<b>Prep</b>
113 Prince St. S.E. Thompson & Sullivan 512-2000-2002	\$16 L
	<b>Chai Thai Kitchen*</b>
151 & 171 2nd Ave E. Suite 101 294-7849/8085	\$16 L
	<b>Lady Thai</b>
819-850-0202 to 0207 Euston Rd. 1st floor 3rd 219-288-7022	\$16 L
	<b>People Thaieland</b>
2200 University St. 5th Floor 5th Avenue 4th Ave. 1 200-386-0000	\$16 L
	<b>Phat Thai</b>
151 N. 4th St. (at Terry Fox ) 299-2644/2645	\$16 L
	<b>Brooklyn</b>
220 -Industrial Ave West 10th Street 1st floor 101 200-688-0000	\$16 L
	<b>Long Beach</b>
201 Main St. Long Beach 707-782-1000 209-250-2500	\$16 L
	<b>Phat Vietnamese</b>
1000 Main St. Long Beach 707-782-1000 209-250-2500	\$16 L
Menu 1-10-12	<b>Absolute Thai Restaurant*</b>
644 Albermarle Ave., Del Norte Ave. No. 607-00 204-666-2200	\$16 L
	<b>VIETNAMESE</b>
	<b>Asia Grill</b>
1012 10th Ave. Del Norte Ave. 204-750-0000	\$16 L
	<b>Vietnam Bistro</b>
1000 10th Ave. (between 7th & 8th St.) 204-750-0000	\$16 L
	<b>Le Colonial</b>
1012 10th Ave. Del Norte Ave. between 7th & 204-752-0000	\$16 L
	<b>PHOHOI &amp; BIBAO*</b>
1000 10th Ave. (between 7th & 8th St.) 204-750-0000	\$16 L
	<b>Pho 1000 - Pho 1000</b>
1000 10th Ave. (between 7th & 8th St.) 204-750-0000	\$16 L
	<b>NHU Noodle House*</b>
1014 10th Ave. Del Norte Ave. between 7th & 204-750-0000	\$16 L

<b>West Village</b>	<b>CBar*</b>
100 W. 14th St., bet. 8th & 9th Aves.	\$10 L
212-520-6307	
<b>East Village</b>	<b>Presto House</b>
209 E. 10th St., bet. 3rd & 4th Aves.	\$22 L
212-473-9979	
<b>Lower East Side</b>	<b>Police &amp; Beyond New York</b>
990 Lower East Side, bet. Avenue A & Avenue B	\$10 L
212-965-0022	
<b>Lower Manhattan</b>	<b>Rooftop</b>
200 Hudson Street, 2nd Fl., Hudson River Park (between W. 14th & 15th Sts.)	\$10 L
212-962-0711	
<b>Lower Manhattan</b>	<b>The General</b>
101 Broadway, bet. West St. & Canal St.	\$10 L
212-727-2701	
<b>Lower Manhattan</b>	<b>Yestis</b>
200 Mulberry St., bet. Mulberry & Prince Streets	\$10 L
212-962-2201	
<b>Bronx/Brooklyn</b>	<b>Blue Ribbon Brooklyn</b>
200 5th Ave., bet. 7th & 8th Sts. (Brooklyn Pk.)	\$10 L
212-430-4850	
<b>Bronx/Brooklyn</b>	<b>Purple Yams</b>
1450 Kingsbridge Rd., Bronx, bet. Kingsbridge Rd. & Kingsbridge Ave.	\$10 L
718-426-0111	
<b>Brooklyn</b>	<b>Rooftop</b>
No rooftop bar; instead, it has five floors.	\$10 L
212-432-8882	
<b>Long Island</b>	<b>1889</b>
260-44-4444, 44th Street, Mineola, NY 11501	\$10 L
516-437-4450	
<b>Long Island</b>	<b>AQUAERA Restaurant</b>
401 Kings Highway, Manhasset, NY 11040	\$10 L
516-321-0300	
<b>Long Island</b>	<b>Biggs Burgers*</b>
200 Main St., Suite 200, Bellmore, NY 11710	\$10 L
516-223-4904	
<b>Long Island</b>	<b>Kee Kee Yogurt</b>
100 Merrick Avenue, Wantagh, NY 11793	\$10 L
516-694-4481	
<b>Long Island</b>	<b>the tea bar</b>
100-Prudential Ave., 4th Floor, Islip, NY 11751	\$10 L
516-574-0114	



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3-13 [ANSWER](#)

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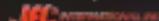


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# LIFESTYLE



BEAUTY  
INTERVIEW

Hitomi of  
Salon Vijn



TRAVEL

Onsen and Koyo



LEARNING

Japanese Crossword



LISTINGS

Beauty  
Health  
School

## **Sonic Concept for Anti-Aging Hair Care**

Beauty Interview: Hitomi of Salon Vijin

**What made you come to New York and work in this salon?**

I was inspired by owner Minako Minamidai's passion and commitment to bring Japan's best and newest beauty technologies to New York just to offer effective, healthier hair solutions to his dedicated clientele. After all, he is THE stylist who first brought Japanese hair straightening to the U.S.A.

**What is the feature of the salon?**

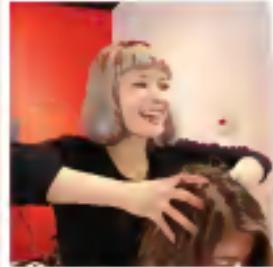
Our collective philosophy and promise is for clients to leave our salon mentally, emotionally and physically feeling as beautiful, healthy and rejuvenated as they will look. The salon is thoroughly ionically powered from freshly served ionized water, the salon air, the curling iron, to ionized shampoo stations. Even our walls have a special ion-balancing coating.

**What does the salon's exclusive Ionic Jet Peeling?**

The state-of-the-art negative ion jet suction machine from Japan strips out millions of negative ions within just 3 minutes to hydrate deep into the hair, core, and leukotriene the healing properties of the scalp and hair cuticles. With hair, the immediate benefits of negative ions become very noticeable, especially compared to typically damaging treatments. Colors and highlights last longer; hair is luscious and soft, blow dries naturally stay intact longer.

**Any personal beauty tips?**

I think my daily smile sets into the happiness-inducing negative ion space has made each day feel exciting, fun and invigorating. I also don't get tired anymore. Come experience this environment at least once and you will become a negative ion believer with glorified hair.



"The wash & blow dry starts with a tension-reducing head massage to prep hair cuticles and ready for the most intense steps."



### **Salon Vijin**

22 E. 1st St.  
Bldg. 100, Ste. 300  
New York, NY 10003  
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[www.SalonVjin.com](http://www.SalonVjin.com)  
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## Beauty Guide

Indicates brands and lines that are great for hair salons and recommended products for barbers.

**►** Courier available at [www.chopsticksmag.com](http://www.chopsticksmag.com)

► Checkups NY available to check up

### HAIR SALON

#### Upper West Side: HODA COUPÉ-BI

1029 Broadway [bet. 100th St. & 101st St.] 212-442-0001

#### Upper East Side: IC'S Salons

1427 Madison Ave [bet. Amsterdam & 86th Street] 212-752-0001

#### Upper East Side: GIOVANNI'S SACCIO

1000 Madison Ave [bet. 87th & 88th St.] 212-355-2200

#### Upper East Side: MACHU

209 E. 80th St. [bet. 3rd & 4th Ave.] 212-752-1100

#### Upper East Side: TAKAHASHI SALON\*

76 E. 80th Street  
Takashi is a Japanese hair stylist who has been working in New York for over 20 years. Takashi imports his own powder and formulas, selected to match customers' skin types. The owner's motto is "a certain kind of service is unique to this particular destination." 200-210 E. 80th St. [bet. 3rd & 4th Ave.] 212-752-1100  
100-110 E. 80th St. [bet. Lexington & 3rd Ave.] 212-752-1100

#### Upper East Side: YOKOZAWA HAIR SALON\*

101 E. 80th St. [bet. Lexington & 3rd Ave.] 212-752-1100

#### Midtown West: MULAN'S SALON-GALLERY

1005 7th Ave [bet. 20th & 21st Sts.] 212-420-0001

#### Midtown West: MULAN'S HAIR & MAKEUP

51 W. 45th St. [bet. 6th & 7th Ave.] 212-580-0001

#### Midtown East: EYE SALON

1021 Madison Ave [bet. 100th & 101st St.] 212-355-0004

#### Midtown East: HAIR MIXES MULAN'S

141 E. 48th St. [bet. Lexington & 3rd Ave.] 212-580-0001

#### Midtown East: HANAKI HAIR

3001 1st Ave [bet. 86th & 87th Ave.] 212-580-0001

#### Midtown East: HEARTS New York Salons\*

400 5th Ave [bet. Park & Madison] 212-442-0001

#### Midtown East: HOKKA SALON\*

250 E. 58th St. [bet. 3rd & 4th Ave.] 212-544-7400

#### Midtown East: MUSICA SALON NEW YORK

191 E. 58th St. [bet. Lex. & 3rd Ave.] 212-580-2001

#### Midtown East: MONOKARA\*

207 E. 58th St. [bet. Madison & 5th Ave.] 212-580-0001

#### Midtown East: SALON JADE

195 E. 58th St. [bet. Park & Madison Ave.] 212-582-0001

#### Midtown East: SALON KIRYO

111 E. 58th St. [bet. 2nd & 3rd Ave.] 212-580-0010

#### Midtown East: RH Plus Salons\*

By the highest point techniques from Japan. The #1 global haircolor and the #1 global haircare. [www.rhplus.com](http://www.rhplus.com) [www.rhplus.com](http://www.rhplus.com)

#### Midtown East: RH+

100 5th Ave [bet. 21st & 22nd Sts.] 212-580-0001  
101 E. 44th St. 2nd Flr. 212-580-0001

100 5th Ave [bet. 21st & 22nd Sts.] 212-580-0001

#### Midtown East: RH+

100 5th Ave [bet. 21st & 22nd Sts.] 212-580-0001

#### Midtown East: VERSALI SALON

40 Union Sq. St. [bet. Park & Madison Ave.] 212-580-0001

#### Midtown East: COWBOY'S

Local dia. offers a range of services, styling, coloring, extensions, perms, and more. Japanese hair & makeup artist. Specializes in creating a look that fits your personality. 1001 3rd Ave [bet. 42nd & 43rd Ave.] 212-580-0001  
101 E. 44th St. 2nd Flr. 212-580-0001

#### Chelsea: CARRY LASHES & HAIR

103 2nd Ave [bet. 18th & 19th Sts.] 212-415-0001

#### Chelsea: HAIR MODE UNION SQUARE

100 3rd Ave [bet. Franklin & 4th Ave.] 212-415-0001

#### Chelsea: HOKKA SALON\*

1027 7th Ave [bet. 25th & 26th Sts.] 212-580-0001

#### Chelsea: HOKKA COUPÉ I

191 E. 58th St. [bet. 3rd & 4th Ave.] 212-580-0001

#### Chelsea: KIWA SALON\*

204 E. 13th St. [bet. 2nd & 3rd Ave.] 212-580-0001

#### Chelsea: REDESS HAIR & MAKEUP

204 W. 10th St. [bet. 1st & 2nd Ave.] 212-580-0001

#### Chelsea: TAKOZAWA SHINSAI HAIR SALON\*

205 W. 46th St. [bet. 6th & 7th Ave.] 212-580-0001

#### Gramercy: YOKOZAWA HAIR & ACADEMY

105 1st Ave [bet. 55th & 56th Sts.] 212-580-0001

#### Broadway: WARREN+TRICOMI

Warren+Tricomi opened in October 2003 in Soho. It is a modern and elegant salon reflecting the city's culture by offering a wide array of services. 110 1st Ave [bet. 55th & 56th Sts.] 212-580-0001

#### Midtown East: WARREN+TRICOMI

105 1st Ave [bet. 55th & 56th Sts.] 212-580-0001

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#### Gramercy: HAYATO NEW YORK\*

101 E. 38th St. [bet. Lexington & Park Ave.] 212-580-0001

#### Gramercy: KEN SHIGEMATSU

120 5th Ave [bet. 50th & 51st Sts.] 212-580-0001

#### Gramercy: SHOGO 5TH AV SALON

125 5th Ave [bet. 50th & 51st Sts.] 212-580-0001

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125 5th Ave [bet. 50th & 51st Sts.] 212-580-0001

#### East Village: iSalon\*

121 E. 10th St. [bet. 2nd & 3rd Ave.] 212-504-0001

#### East Village: K2 Salons\*

204 E. 10th St. [bet. 1st & 2nd Ave.] 212-504-0001

#### East Village: KAYNA Salons\*

100 1st Ave [bet. 14th & 15th Sts.] 212-504-0001

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100 1st Ave [bet. 14th & 15th Sts.] 21

**East Village** **SEI-TB-MIKO-D-02**  
129 E 13th St. Apt. 10B, New York, NY  
212-474-2470 \$60

**East Village** **SEI-TB-MIKO-D-E13**  
2601 1st Ave 13th Fl. Apt. D, New York, NY  
212-550-8717 \$60

**East Village** **Shiroza**  
8221 1st Ave 1st Fl. Apt. B, New York, NY  
212-223-2729 \$70

**East Village** **Takemichi Han\***  
229 Bowery 3rd Fl. Apt. 10A, New York, NY  
212-423-2470 \$100

**East Village** **Tokoyama Sushi**  
221 E 18th St. Apt. 10C, New York, NY  
212-222-0202 \$70

**East Village** **Toro Pringles\***  
1300 2nd Ave 10th Fl. Apt. 1002, New York, NY  
212-329-9810 \$50

**East Village** **Ueno Sushi\***  
401 E 13th St. Apt. 10A, New York, NY  
212-423-7776 \$70

**East Village** **Ya-C Sushi\***  
 One month old fresh, seasonal  
Tuna & Salmon from Japan.  
A unique blend of Sushi and Sashimi  
(Salmon or Tuna sashimi) and  
a variety of Sushi rolls.  
100% Tuna & Salmon from Japan.  
\$70-\$80. 10% off 10% off first  
2 SUSHI ROLLS. Please no audience.

**Lower Manhattan** **Gocoro Sushi**  
120 Hudson St. Apt. 9, Lower Manhattan, NY  
212-967-4460 \$60

**Lower Manhattan** **Konkatsu Sushi**  
87 Canal St. 5th Fl., New York, NY  
212-967-5415 \$60

**Lower Manhattan** **Lotto Noodle House**  
28 Nelson Street 10th Fl. Apt. 10, New York, NY  
212-979-9220 \$70

**Lower Manhattan** **Satomi Miso**  
180 Bowery 2nd Fl. Apt. 10, New York, NY  
212-965-8250 \$70

**Lower Manhattan** **Satoshi Sushi Prince St.**  
279 Prince St. Apt. 10B, New York, NY  
212-219-1840 \$70

**Lower Manhattan** **Cosmo Sushi & Grill\***  
14 Court St. Apt. 208-A, Brooklyn, NY  
718-264-4733 \$70

**Long Island** **LI Wave**  
 LI Wave is a top 1000  
sushi bar in America with six  
locations in New York City and New Jersey.  
A unique selection of fish and  
seafood, including握壽司 (握壽司) and  
手握壽司 (手握壽司).  
We also offer握壽司 (握壽司) and  
握壽司 (握壽司).

**Long Island** **Akane Sushi**  
170 W. Ocean St. Apt. 1000, Rockville Centre, NY  
516-673-0718 \$60

**Long Island** **Hair Shabu NAKA\***  
207 W. Merrick Ave. Merrick, NY 11501  
516-423-0505 \$60

**Long Island** **Hairu Hana Sushi\***  
200 Northport Ave. Greenlawn, NY 11748  
516-423-3640 \$70

**Westchester** **Mitsukaze\***  
2 Spruce St. 17th Floor, New York, NY  
212-423-0887 \$60

**Westchester** **Salsa-Suzan**  
101 W. 10th St. Apt. 10B, New York, NY  
212-620-1000 \$60

**New Jersey** **Akane Sushi\***  
2290 Cypress Ave. Parsippany, NJ 07054  
973-342-2000 \$60

**New Jersey** **Katsuya Sushi\***  
2238 Avenue of the Americas, 10th Fl., New York, NY  
212-580-0000 \$60

**New Jersey** **Mieko's Sushi Sabor**  
550 West Rd. #100, Englewood, NJ 07632  
201-567-1000 \$60

**New Jersey** **Salsa Genn\***  
1300 1st Ave. 10th Fl., New York, NY  
201-340-0004 \$60

**New Jersey** **Salsa-103**  
1001 Washington Street, Hoboken, NJ 07030  
201-649-0010 \$60

**New Jersey** **Toshio Sushi Supreme\***  
1000 Avenue of the Americas, 10th Fl., New York, NY  
201-649-0010 \$60

**Spa**  
**Upper West Side** **Sakura Day Spa**  
2500 Broadway, 10th Fl., New York, NY  
212-580-8741 \$70

**Midtown West** **Nihon Day Spa**  
15 W. 46th St. 12th Fl., New York, NY  
212-580-3000 \$70

**Midtown West** **Forest Laser**  
25 W. 36th St. 10th Fl., New York, NY  
212-580-3000 \$70

**Midtown West** **SHIZUKA New York**  
179 5th Ave., New York, NY 10019  
212-423-1000 \$70

**Midtown East** **Haus Day Spa\***  
100 E. 57th St. Apt. 1000, New York, NY  
212-580-2000 \$70

**Midtown East** **Herbal Peppermint Spa**  
200 E. 42nd St. 10th Fl., New York, NY  
212-580-1000 \$70

**Midtown East** **INDOCHINE SPA\***  
100 Park St. 10th Fl., New York, NY  
212-580-1000 \$70

**Midtown East** **Spa Marca**  
100 E. 56th St. Apt. 1000, New York, NY  
212-580-1000 \$70

**Midtown East** **Value Beauty Spa**  
40 E. 16th St. Apt. 1000, New York, NY  
212-580-1000 \$70

**Midtown East** **Aqua-Wellness Spa**  
40 W. 23rd St. Apt. 1000, New York, NY  
212-580-0500 \$70

**Midtown East** **YKK SON HOUSE\***  
38 W. 23rd St. Apt. 1000, New York, NY  
212-580-1000 \$70

**Chinatown** **Eazy Lava Hair Removal\***  
100 W. 25th St. Apt. 1000, New York, NY  
212-580-0100 \$70

**Chinatown** **Polyhouse Living**  
100 W. 25th St. Apt. 1000, New York, NY  
212-580-0200 \$70

**Chinatown** **Blent Cosmetics**  
100 W. 25th St. Apt. 1000, New York, NY  
212-580-0200 \$70

**Chinatown** **New York Electrolysis**  
 Offering comprehensive  
electrolysis services for all  
types of hair removal needs.  
Electrolysis is the only proven  
method of hair removal. Call for a free  
initial consultation.  
100 W. 25th St. Apt. 1000, New York, NY  
212-580-0000 [www.nyelectrolysis.com](http://www.nyelectrolysis.com)

**Lower Manhattan** **Spring Thyme Wellness Spa**  
407 Chambers St. #102, William Street, New York, NY  
212-967-4470 \$70

**Queens** **Spa Castle**  
134-13 30th St., Elmhurst, NY 11370  
718-575-4000 \$70

**Flushing** **Flame Day Spa**  
40-10 40th Avenue, Elmhurst, NY 11370  
718-423-1000 \$70

**Flushing** **King SPA Fitness**  
307 Queens Blvd., Elmhurst, NY 11370  
718-671-8888 \$70

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TEL: 212-431-9870



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**INTERNATIONAL CHRISTIAN UNIVERSITY TOKYO, JAPAN**



## Health Guide

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### SHIATSU

Upper West Side True Self  
801 Symmes Street, Room A, Apt. 1  
212.411.4000

**Massage West** **Eada Satori Shiatsu**  
  
An internal practitioner of Shiatsu with 27 years of experience. Ms. Andruszkow's extensive practice includes corporate pressure, reflexology, back, neck and head pain, and movement therapy. She also focuses on ergonomic health and foot assessment and treatment.

212.531.3233, 212.531.3233 Fax: 212.576.3365 Email: [jessica@eadasatori.com](mailto:jessica@eadasatori.com)

**Massage West** **Osaka Healthy Spa**  
28 W. 48th St., 10th Fl., Box 100, New York City  
212.580.1200

**Massage West** **Saito's Teikoku**  
205 W. 107th St., 10th Floor, Box 100, New York City  
212.512.1563

**Massage West** **Da-in Center**  
  
After years of a love-hate of traditional Chinese Medicine, Dr. Da-in has found a way to make it work for him. He is a 10-year-old Master Acupuncturist, licensed in New York State, who has been practicing in Japan and the United States for over 20 years. He is a member of the American Acupuncture Association and the National Acupuncture Association.

101 E. 88th St., 2nd Fl., New York City  
212.737.0400

**Massage East** **Acupuncture & TCM**  
1000 Madison Ave., Suite 1000, New York City  
212.830.0000

**Massage East** **Assessment Centers**  
1985 1st Ave., NYC, 10th Fl., Box 100, New York City  
212.830.0000

**Massage East** **Any Nature Center**  
231 E. 20th St., 11th Fl., Box 100, New York City  
212.510.4200

**Chiropractic** **Love & Compensation**  
40 W. 21st St., 20th Fl., Box 100, New York City  
212.510.0500

**Chiropractic** **Santa Natural Health**  
1 Union Sq. W., 10th Fl., Box 100, New York City  
212.510.2000

**Body** **Medical Acupuncture\***  
1000 Madison Ave., 10th Fl., Box 100, New York City  
212.830.0000

**Qigong** **Qigong**  
134-40 30th Ave., 4th Fl., Box 100, New York City  
212.531.1222

**Lung Cancer** **Karman Acupuncture**  
37 Park Ave., White Plains, NY 10601  
914.273.1202

**New Jersey** **Dr. Wang**  
1230 Kingsbridge Ave., 2nd Fl., Box 100, New York City  
212.454.0500

**DOCTOR** **Charles K. Levy MD**  
Upper East Side, 10th Fl., Box 100, New York City  
212.410.0000

**Massage West** **DC Holistic Center**  
  
DC Holistic offers a variety of services including massage, reflexology, aromatherapy, and energy healing. We specialize in sports massage, deep tissue, and lymphatic drainage.

205 W. 107th St., 10th Fl., Box 100, New York City  
212.512.1563

**Massage West** **East Side Chiropractic**  
1000 Madison Ave., 10th Fl., Box 100, New York City  
212.830.0000

**Massage West** **Health Party Wellness Spa**  
203 E. 45th St., 20th Fl., Box 100, New York City  
212.510.1200

**Massage West** **Kenshodo Inc.**  
2114 Madison Ave., 10th Fl., Box 100, New York City  
212.510.4200

**Chiropractic** **Cavalcanti Japon\***  
174-19 30th Ave., 10th Fl., Box 100, New York City  
212.281.0000

**Feet Village** **Kremp**  
210 E. 45th St., 20th Fl., Box 100, New York City  
212.510.4111

**Lower Manhattan** **Health Trax/CO**  
207 W. 31st St., 21st Fl., Box 100, New York City  
212.510.4100

**Lower Manhattan** **HealthTrax/NYC**  
39 W. 36th St., 20th Fl., Box 100, New York City  
212.429.4200

**New Jersey** **Eada Satori Shiatsu NJ**  
201 Madison Ave., 21st Fl., Box 100, New York City  
212.512.1563

### ACUPUNCTURE

**Massage West** **Nan Kukoh Healthcare/NanKuk**

147-01 30th Ave., 10th Fl., Box 100, New York City  
212.510.2100

**Massage West** **West Balance Healing Center**  
201 W. 32nd St., 10th Fl., Box 100, New York City  
212.510.3100

**Massage West** **Yusugaku Acupuncture\***  
  
Yusugaku is a licensed acupuncturist with over 10 years of experience. Located in NY and Japan, he specializes in personal management, stress reduction, muscle pain, and organic problems. [yusugakuacupuncture.com](http://yusugakuacupuncture.com)

101 E. 88th St., 4th Fl., Box 100, New York City  
212.531.4500

**Massage East** **Assessment Centers**  
1985 1st Ave., NYC, 10th Fl., Box 100, New York City  
212.830.0000

**Massage East** **Any Nature Center**  
231 E. 20th St., 11th Fl., Box 100, New York City  
212.510.4200

**Chiropractic** **Love & Compensation**  
40 W. 21st St., 20th Fl., Box 100, New York City  
212.510.0500

**Chiropractic** **Santa Natural Health**  
1 Union Sq. W., 10th Fl., Box 100, New York City  
212.510.2000

**Body** **Medical Acupuncture\***  
1000 Madison Ave., 10th Fl., Box 100, New York City  
212.830.0000

**Qigong** **Qigong**  
134-40 30th Ave., 4th Fl., Box 100, New York City  
212.531.1222

**Lung Cancer** **Karman Acupuncture**  
37 Park Ave., White Plains, NY 10601  
914.273.1202

**New Jersey** **Dr. Wang**  
1230 Kingsbridge Ave., 2nd Fl., Box 100, New York City  
212.454.0500

**DOCTOR** **Charles K. Levy MD**  
Upper East Side, 10th Fl., Box 100, New York City  
212.410.0000

**Massage West** **Health Party Wellness Spa**  
203 E. 45th St., 20th Fl., Box 100, New York City  
212.510.1200

**Massage West** **Asien Medical Health Care**  
1000 Madison Ave., 10th Fl., Box 100, New York City  
212.510.4000

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# Onsen and Koyo: Blissful Autumn Pastimes Throughout Japan

As chilly weather overtakes warm days, leaves on the mountains turn to red, orange, and yellow, showing off their beauty. Literally meaning "red leaves" in Japanese, koyo is the foliage that catches people's eyes, and going out to appreciate koyo is an autumn tradition in Japan. There are many reliable koyo destinations, but when hot-spring is combined with onsen (hot spring), the pleasure is multiplied. Here are three remarkable areas where you can immerse yourself in beautiful nature and the ultimate in relaxation.

Located in northern Japan and close to bustling urban areas, the Zao area in Yamagata Prefecture offers good onsen and magnificent mountain views. Some of the popular koyo spots are Takemoto and Sanekawara along the Zao Echo Line, a mountain road that stretches across Miyagi and Yamagata Prefectures. Some onsen areas look beautiful foliage, such as those at the Zao Kakkō Hotel and the Teiaya Hotel.

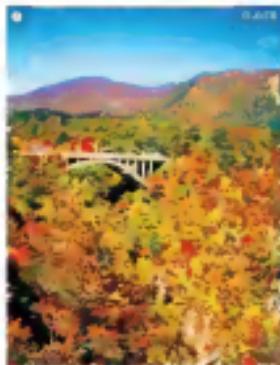
About 80 km (50 miles) north of the Zao area, Noriko Onsen in Miyagi Prefecture offers wonderful experiences. The area is famous for its 5-mile-long, winding gorge with 528-foot dip, which provides views of red and yellow koyo amid the dark green of the pine trees.

If you want to visit onsen and koyo spots far from Tokyo, Hakone in Kanagawa Prefecture is a good option.

Hakone, 90 minutes from Tokyo Station, is a well-established onsen town deep in the mountains with great accommodations and many souvenir shops. Also not far from Tokyo is Shuzenji, a traditional resort in Shizuoka Prefecture. Less touristy and lived by many modern Japanese residents, Shuzenji has a number of places to see koyo, including maple forests in Shuzenji Shrine Koen (Shuzenji Natural Park) and Shuzenji Nijo-no-Sato Mi-no-Sato has a light-up event, during which you can view illuminated koyo at night. The Katsuragiwa and Asahidai hotels have outdoor double onsen tubs, allowing you to appreciate magnificent koyo views while enjoying a relaxing soak.

The Okuhida Onsen villages, located in Nagano and Gifu Prefectures are also popular among Japanese. Since the hills at the tops of mountains begin to change color first, mountain ranges with wide elevation gaps are ideal for koyo-watching. Okuhida landscape showcases a beautiful gradation of koyo, and it also has many quality onsen spots.

Koyo begins in the north and moves south, but the peak time for each leaf-peeping spot varies depending on the elevation. In Japan, the koyo forecast is updated daily, and you can find information about peak times quite easily.



● The Zao Echo Line is a mountain road running between Yamagata and Miyagi Prefectures. It's closed from early November until late April because of snow. Visitors to the Zao area will see the Yamagata side covered in snow in autumn to appreciate the koyo hill slopes.

● The Noriko Onsen hot springs area is located in the northern part of Miyagi Prefecture close to the intersection of Yamagata, Akita, and Iwate Prefecture. Deep in the mountains, it offers dynamic koyo views. Noriko is also famous for its rice, wooden lakelands daisi.

## DESTINATIONS OFFERING KOYO AND ONSEN



Close to Tokyo, Noriko Onsen is the perfect place to spend a day visiting koyo and onsen at the same time.

## KOYO-RELATED SOUVENIRS

Autumn maple leaves are among the most popular and striking examples of koyo. Called momiji or hoso-ki in Japanese, the maple tree and its leaves inspire many artistic recreations.

### Maple Matcha

The most popular and well-known item related to momiji in Japan may be momiji giongyaku made in Hiroshima Prefecture, this confection of maple leaf-shaped sponge cake coated with red bean paste. Today there are other snacking options such as chocolate-covered green tea cream, flower-flavored cream, and sweet potato paste.

### Maple Tree Items and Crafts

Maple trees are also used for wooden items and crafts. You can think of koyo and incorporate a Japanese twist into your life in Asean with maple wood shirabyo (pottery for cooled rice) and shagashia.

### Beverages

There are several drinks made from maple leaves and trees. Tea made with a maple leaf is believed to have an ability to relieve tired eyes and improve liver function. There are also other drinks made from maple sap.

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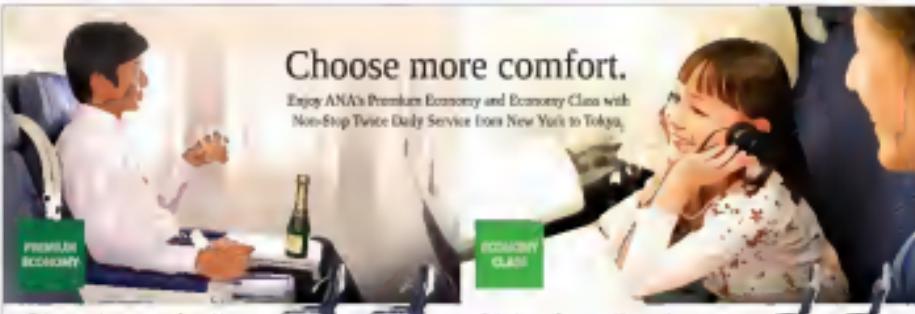
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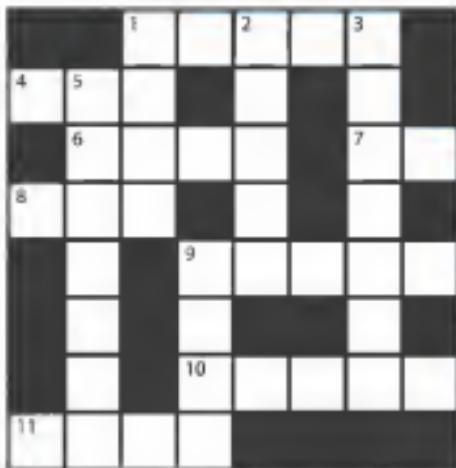
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# Japanese CROSSWORD

**Across**

- "Township" in Japanese
- Word meaning "song," "lyric," and "poem"
- \_\_\_\_\_ (learning by heart) is an important element in the education of children in Japan
- Homophone for "tooth/teeth" and "tear/tear"
- Ise Jingu Shrine (the most important Shinto shrine) is located in this prefecture
- You can see many \_\_\_\_\_ (rice fields) in Japan
- Casual expression meaning "every-day"
- \_\_\_\_\_ means "guts" and "spirit" and is also used to signify an important thing

**Down**

- Starting or copying charge
- Prefecture adjacent to Tokyo where Narita Airport is located
- The best, the first, or number one
- Fish-shaped pancake with red bean paste
- \_\_\_\_\_ is a homophone meaning "friend" or "attendee"



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Tokugawa Ieyasu built fort  
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"World Night Tours & the Imperial Review" by Hidetaka Takada

Rosen Gallery



Rosen Gallery curates one of the largest private collections of 19th through 21st century Japanese ink paintings for sale in the United States. It is currently holding an exhibition of the works of Hidetaka Takada, artist who combines the aesthetics of traditional prints, Western caricature, and satire and whose work is striking, boldy graphic, often surreal, and subtly beautiful. The exhibition features hand-colored original drawings from the World Night Tours series (2013) and inkless or points from his most well known collection, the Gengoro series (1985).

Location: 425 Madison Ave., 4th Fl.  
New York, NY 10017

Tel: 212.631.0700

[www.rosengallery.com](http://www.rosengallery.com)

November 6 - January 2015

Calligraphy Exhibition by Kikuo Okada

Napieros Gallery

Napieros Gallery will be showcasing the calligraphy works of Kikuo Okada, a calligraphic artist from Nara.

In-city in Aomori Prefecture. She is most known for her title logos for the year-long epic TV drama *Akatsukete* (2006) and *Go* (2010) and company logos and products. The exhibition features 38 works on over 100 sheets of paper (Japanese paper for reading doori) mostly in Chinese characters and a few in English in a variety of sizes ranging from 9-8 feet to 10-5 feet to postcard sizes.

Location: 307 W. 38th St. (bet 8th & 9th Aves.), New York, NY 10018

Tel: 212.447.9540

November 11 - December 29

Masterworks of Hiroshige's Landscapes

Rosen Gallery

Rosen Gallery presents an exhibition of selected landscape prints from the most famous masterpiece series of Utagawa Hiroshige. Renowned for beauty and lyrical beauty of the Japanese landscape paintings Hiroshige is one of the most outstanding masters of ukiyo-e. His well-known landscape series include: The 36 States of the Islands, The 100 Famous Views of Edo, The Famous Views of the Sixty-odd Provinces, and The 36 Views of Mt. Fuji. The selected prints are also available for purchase.

Location: 425 Madison Ave., 4th Fl.  
New York, NY 10017

Tel: 212.631.0700

[www.rosengallery.com](http://www.rosengallery.com)

## Lecture/Forum/ Film/Festival

November 23

Japanese Cooking Class and Special Presentation

## Wines

Japanese restaurant, Wasabi, started offering monthly Japanese cooking classes conducted in English this September. Chefs will teach how to prepare four Japanese dishes and useful cooking tips. Celebrating this, Wasabi will discount \$5 off for Chopsticks NY readers who sign up for the class on Nov. 23, which costs \$80. Don't forget to mention Chopsticks NY at sign up. Sake and wine pairing is optional for an additional \$10 (2 glasses). The menus taught in classes will be changed monthly.



Location: 144 E. 46th St. (bet 5th & 6th Aves.), New York, NY 10017  
Tel: 212.937.1138 | [www.wasabi-ny.com](http://www.wasabi-ny.com)

## Event

October 23

Japanese Ghost Halloween Night

KAZABU

KAZABU an izakaya-style Japanese restaurant carrying a number of tap sizes, will be hosting Japanese Ghost Halloween Night. For this event, KAZABU staff will dress like characters from "Totoro no Koto," one of the most well-known Japanese ghost stories. On the day, the restaurant will offer their kotsu



of cupcake from the Cupcake, or Kawaii cones produced by Chiyomatsu Sake Brewery for \$15 (Reg. \$18) each. Those wearing Halloween costumes will receive their fix only \$9. On the same day, Sapporo beer will also be discounted, served for \$3 (Reg. \$5) to customers in costume, and \$5 to those without.

**Location:** 49 Clinton St., bet. Beekman & Broadway Sts., New York, NY 10002  
**Tel:** 212-227-7000 | [www.sapporobeerusa.com](http://www.sapporobeerusa.com)

## November 2

### Obon Family Day

Japan Society



Japan Society will be hosting "Obon Family Day - Experience Japan's Ghosts and Goddesses!" on Sunday, Nov. 3. During the event, visitors of all ages will meet an abundance of tantalizing obanzai and humorous jokes through story-telling, crafts, animated film and a mini-za-bunraku! House constructed in and around the Society's historic water garden. Children and families of diverse backgrounds will be transported to an enchanting world of chimeric cultural icons.

**Location:** 235 E. 49th St., bet. 5th & 6th Aves., New York, NY 10017  
**Tel:** 212-633-4665 | [www.japantour.org](http://www.japantour.org)

## November 6

"Takemoto no Home: The Pleasure of Japanese Pickles" with Karen Solomon

The Japan Foundation



Karen Solomon, author of Asian Pickle, will be giving a lecture on takemoto, the ancient art of Japanese food preservation. At The Nippon Club, Karen will also discuss how takemoto are different than common vinegars and fermented pickles, and discuss

strategic steps you can take to keep your food healthy and accomplished picklers to make their own. Space is limited so please RSVP via the Japan Foundation website or contact via email or phone.

**Location:** The Nippon Club  
**10 W. 57th St., bet. 6th & 7th Aves., New York, NY 10019**  
**Tel:** 212-580-2333  
**Info:** [www.playupplayup.com/takemoto.html](http://www.playupplayup.com/takemoto.html)  
**Email:** [japan@playupplayup.com](mailto:japan@playupplayup.com)

## November 7

"Kara no Shokan" (Dyewash Seminar & Shochu Tasting)

Kosensei Jyutsu | AZABU

Prefounded by Kosensei Jyutsu, a brewery specializing in sweet potato shochu Kara no Shokan is a soft and smooth shochu that can be enjoyed in different styles like sipping just with her/his hand, and various cocktails. Kosensei Jyutsu is hosting "Kara no Shokan" (Dyewash Seminar and Shochu Tasting) at Azabu, unko-ya-style Japanese restaurant on the Lower East Side. At the event an instructor will give a lecture on soybean preparation. Guests can also try making cocktails by mixing the shochu with a variety of beverages. The first glass of shochu is free of charge.

**Location:** AZABU  
**47 Hester St., bet. Stanton & Broome Sts., New York, NY 10002**  
**Tel:** 212-226-7047

## November 16 FREE

Kabuki Dance and Kintomo, Performance and Lecture

Rutgers University

Japanese Language and Culture at Rutgers University in Newark, NJ will be hosting Kabuki Dance-Drama and Kintomo, a Lecture and Performance. The event discusses the comparison between a male and female style in Kabuki dancing along with a lantern chasing demonstration and lecture in English. Calligraphy done by students' calligraphy banner arrangement program and banners will be displayed. The event is open to the public and admission is free.

**Location:** 155 University Ave., Newark, NJ 07102  
(Bella Library 6th Fl., Bella Room)  
**Tel:** 973-270-3471  
**Email:** [karen.solomon@rutgers.edu](mailto:karen.solomon@rutgers.edu)

## Happenings

Black Friday & Cyber Monday Sale

## November

Noritake • Japanese dish manufacturers with more than 100 years of history, offers 30% off all products for its Black Friday Sale from Nov. 26-29 (pm PST) to Dec. 3 (11:59 pm PST) on Noritake's website. For their Cyber Monday Sale on Dec. 1, an additional discount will be offered on select art items.



[www.noritake.com](http://www.noritake.com)  
[www.noritake.com](http://www.noritake.com)

## 10% Off All Kitchen Knives

Saito New York

Saito New York carrying more than 100 different kinds of kitchen knives offers 10% off all kitchen knives from Oct. 24 through Oct. 31. The knives on sale include high-grade brands like Kamagata and Sakai Takayuki. Since its foundation in 1930, Saito New York has introduced high-quality Japanese knives, knives and home products to both professional chefs and restaurant owners as well as home users.

**Location:** 479 5th St., Long Island City, NY 11101  
**Tel:** 718-479-1412 | [www.saito-newyork.com](http://www.saito-newyork.com)



## 500+ Off Crowns, Veneers and Implants

Dr. Jacqueline Tan-Chia

Throughout the month of November, Dr. Jacqueline Tan-Chia will offer a 500% discount on crowns, veneers and implants to those who mention Cheesecake Aff. Dr. Tan-Chia specializes in orthodontics, implants, veneers, crowns and general dentistry. She also holds a Doctorate of Dental Surgery from New York University College of Dentistry and two postdoctoral residencies with New York Hospital Dentist, being a bilingual speaker of English, Mandarin, Cantonese, Spanish and Vietnamese.



Avenues, 30 Central Park South, Suite 2C, New York, NY 10019 | Tel: 212-484-2944

### Get 'Goi Curry' Bellis Centrif

#### Bellis Curry!

Goi Est. Goi  
is having a se-  
sive contest from  
Nov. 3 through  
Nov. 30 in Gai  
Goi Curry FACE-



BOOK! First, "like" their Facebook page, post a selfie with your favorite Goi Goi Curry and tag yourself. The participant who gets the most "likes" at their original posting will win a free \$50 carry certificate. Extra points are also given to those who comment on #GOIGOICURRYSPULF along with the entries on any social media, gaining 1 point equal to 5 "Likes".

#### Read Space

<http://www.readspace.com/BellisGoiGoi>

### Redington Square Art Studios

<http://www.readspace.com/BellisGoiGoi>

### World Trade Center Studios

<https://www.facebook.com/GoiGoiCurryWorldTradeCenterStudios>

### Choko Studio

<https://www.facebook.com/japanesecolors/00-00-00XX/ChokoStudio>

### www.japanesecolors.com

@japanesecolors

### Free Treatment with Get & Color or Get & Perm Bath!!!



Japanese hair salon. Refresh, employ, visit, enter. Japanese stylists whose works have been featured in fashion shows and magazies. Owned by stylists Mr. Ryuu Ichihashi whose in depth knowledge of Asian hair types enables contemporary styles and methods while also keeping current with trends in Japan. Now you can receive a free hair treatment (Reg \$30.00) with an either a cut & color or cut & perm service. Offer available from Nov. 3 through 7. Take this opportunity to experience fine treatments and courteous customer service the Japanese way. Offer valid for new customers only.

Location: 301 E. 88 St., 8th Ave # A (C), New York, NY 10028  
Tel: 212-677-0477 | [www.bathilly.com](http://www.bathilly.com)

### 20% Off and Free Ionic Treatment with Hair Stylist.

#### Hair!

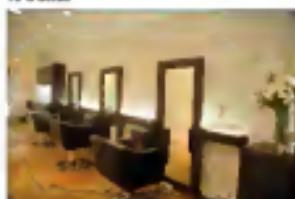
#### Salon Viva!

Salon Viva in the Fast Village is a Ionic concept hair salon fully equipped with aggressive ion products and technology. Their stylists are sophisticated looks that are modern and upscale that are easy to maintain. From here through the end of November, the salon is promoting new Ionic Hair. Customers who book with them will receive 20% off and a free Ionic treatment (Reg \$30). Specializing in hair cut and color, Hair will help you to match your full beauty potential!

Location: 275 3rd St. (bet. Bowery & Ludlow), New York, NY 10003  
Tel: 212-444-8844 | [www.salonviva.com](http://www.salonviva.com)

### \$50 OFF Hair Cut, Color and Treatment

#### Yu-C Salons



At the East Village salon, [www.yucsalons.com](http://www.yucsalons.com), Youth exhibits the funky & edgy styles of Tokyo's精英 of Punk and aggressiveness of MY style to highlight an individual customer's personality. By paying close attention to the wants of each and every individual, their highly experienced team of stylists can create custom cutting edge styles with a rockin look. Until Dec. 31, they're offering cut, color and a shampoo for \$200 (Reg \$250). Studio discount is also available.

Location: 223 E. 5th St., Bet 2nd & 3rd Aves., New York, NY 10002  
Tel: 212-627-0000 | [www.yucsalons.com](http://www.yucsalons.com)

### Pre-Holiday Sale and Black Friday Sale on Kitchenware

#### Kitchenware Central

Kitchenware Central offers a well curated collection of handpicked premier kitchen goods and essential home appliances to customers across the Fast Coast Dining

this month at Kitchenware. They will host Pre-Holiday Sales, offering a 10% discount for those who spend \$200 or more on kitchenware items. Also selected small home appliances such as hot water pots, vacuum cleaners and lamps will be up to 30% off. On Black Friday they will have a special one day sale, offering up to 30% off on all items. Free parking available. The store is located next to Plaza Bazaar bakery.



Location: 1625 Madison Ave., Fort Lee, NJ 07024  
Tel: 201-486-8002 | [www.kitchenwarecentral.com](http://www.kitchenwarecentral.com)

### Buy 1 Get 1 Free Beer and Wine and 20% OFF Total Bill! Hanakaze Noh Restaurant



Located in Jackson Heights, the Hanakaze Noh Restaurant is one of the oldest Japanese fusion restaurants in New York. A recipient of numerous awards since its opening in 2005, the Hanakaze Noh Restaurant has been featured in an episode of the hit ABC series "Last Comic Standing" showcasing the restaurant's unique food and craft insurance. Until Nov. 30, the restaurant will be offering 2 promotions: Buy 1 get 1 free beer or glass of wine and when you mention Chopsticks NY you will receive 20% off of the total bill.

Location: 70-28 Roosevelt Ave., Jackson Heights, NY 11372  
Tel: 718-777-4117 | [www.hanakazeno.com](http://www.hanakazeno.com)

### 10% Off Mobile Router For Travelers to Japan Viazen

In Japan, free Wi-Fi is not as commonly available as in the U.S., and many travelers to the country often have trouble with their Japanese high-speed internet provider. Viazen now offers reasonably priced mobile router rental services. Chopsticks NY visitors will receive 10% off by entering a promotion code "MHS-10" when purchasing online. With an advance application through their website, delivery all over Japan, scheduled delivery and no port pick up become available.

[www.viazen.com](http://www.viazen.com)  
Tel: 81-958-1127-PRW [Japan]





# Happenings Features

## Ishikawa's Food and Cultural Event

### ISHIKAWA PREFECTURE DEPARTMENT, JETRD NY



On Sept 30 at Japan Society Ishikawa Prefecture Department, JETRD NY hosted an event "The Allure of Ishikawa: Where Food Meets Art." In the event a chef and food ambassador of Ishikawa Prefecture, Michio Kurokawa discussed the food culture of Ishikawa and the first impression is strong Ishikawa boasting with its art and cultural works from its company. Following the presentation, Ishikawa's cooks were invited for tasting. The brands included: Kagaori (Jewelry Design), Fukumayo Sake Brewing, Organic Jammas Saka AKA (Kanazawa Daishi) and Daigoji Iwasa Denshi (Hida Sake Brewery). Also presented were special products of Ishikawa like pottery. Over 200 guests participated and learned about local customs and arts of Ishikawa which comes on cultural heritage and traditions.

*Ishikawa Prefecture Department, JETRD NY*

100 Avenue of the Americas, 16th Fl., (606 & 6th St.) New York, NY 10009  
Tel: 212.987.2403 / [jettrd.org](http://jettrd.org)

## Ninohi Fair in NY Introduced Ninohi City's Local Specialty and Food

### THE CITY OF NINOHIE

Ninohi City in Iwate Prefecture hosted the second "Ninohi Fair in New York" in October. From Oct. 3-6 several events and seminars were held to promote Ninohi's specialty including New Yorkers' favorite Ninohi Rice wine and high quality Jozen Ueda lacquer ware. During the Kurasu Restaurant Fair from Oct 3-5 EN Japanese Brasserie Kyo Ya and Sakuraya served special dishes. During Ninohi-grown rice and dried served in cruise Iwahiro alongside Ninohi Rice wine.

Also at Japanese Food & Restaurant Expo by New York Mutual Trading Co. Ltd., the city promoted three products to visitors in the restaurant and food business. On Oct. 6, it invited Sasebo Flours and Tokusai Matsumoto from Japco Ushio Workshop Co. Ltd. to hold a seminar and workshop on arable and seeds at Japan Society.  
[Info: \[www.city.iwate.lg.jp/jpn/eng/Pop.aspx?Dispense=only\]\(http://www.city.iwate.lg.jp/jpn/eng/Pop.aspx?Dispense=only\)](http://www.city.iwate.lg.jp/jpn/eng/Pop.aspx?Dispense=only)

## Shabu Shabu Kobe Testing Event

### KOBE BUSSAN CO., LTD

On Sept. 15, KOBE BUSSAN CO., LTD held a tasting event for press on Sept. 15, celebrating the grand opening of their shabushabu restaurant, SHABU SHABU KOBE in Midtown New York. Steve Nomura, CEO of KOBE BUSSAN and Helen Sogabe, president of G Sogo Co. Ltd. gave speeches about their future business plan in the U.S. both of whom have formed a business alliance.

With 800 branches of supermarkets and 800 locations of restaurants in Japan, KOBE BUSSAN is one of the biggest wholesale grocery stores. In hopes of serving authentic Japanese food to global customers, they have opened SHABU SHABU KOBE. With a 100-seat capacity it serves Japanese dishes using healthy and nutritious ingredients. Their specialty beef for shabu shabu is made tender and rich through their special aging process. Teppanyaki-style dishes, including tempura, grilled fish and seafood, are also on their menu.

*Location: 21 W. 46th St. (bet. 5th & 6th Avenues), New York, NY 10036  
Tel: 212.445.8888 / [www.shabushabukobe.com](http://www.shabushabukobe.com)*

## Kyoto's Mayor Visits J+D DESIGN

### J+D DESIGN

J+D DESIGN opened a showroom this September in Brooklyn exhibiting and selling handmade crafts from all over Japan. On Sept. 23, the Mayor of Kyoto, Kenzo Kadaoka visited the site and enjoyed the current exhibition that includes Kyoto's Iseya brand: "Products from Kyoto are crafted with heart. I hope people in New York will incorporate these Japanese items into their everyday lives," said Mayor Kadaoka. The space is given for Japan's regional governments to showcase and sell high-quality regional specialties. J+D DESIGN also features a cafe where guests can relax and enjoy京都 tea salts and sweets.



## Lecture and Tasting of Japanese Local Brew Beer JAPAN SOCIETY

On Sept. 12, Japan Society presented a lecture and tasting event on Japanese unique local beer featuring more than 200 guests. Motohiko, professor of Keio University and author of Craft Beer in Japan: The Essential Guide, led the lecture telling about the culture, history and innovation in the Japanese beer industry. At the tasting reception, the guests enjoyed over 20 different kinds of Japanese craft beers from Baird Brewing Company, Ichiba Beer Company, Saitama Kogen Co., Kuroki Brewery, Ono no Arare Inc., Ryusei Shuzo, Swan Lake Brewing, Yotsu Brewery, location: 130 E. 49th St. (bet. 6th & 7th Aves.), New York, NY 10017  
Tel: 212.422.7055 / [www.japansociety.org](http://www.japansociety.org)



## Sake Expo and Food Show 2014

### JFC INTERNATIONAL INC.

On Sept. 19, JFC International held their annual event "Sake Expo & Food Show 2014" for the food and drink industry. Over 100 companies including over 20 sake and shochu breweries participated in the event and showcased their specialties. In the food booth, a variety of food items from organic to delicious items necessary for running a restaurant. This event is held annually by JFC International Inc.  
[www.jfcinternational.com](http://www.jfcinternational.com) / [www.sakeshow.com](http://www.sakeshow.com)



## Japanese Food & Restaurant Expo

### NEW YORK MUTUAL TRADING

New York Mutual Trading held its annual Japanese Food & Restaurant Expo on Oct. 4 at Madison Square Garden. The 2nd expo this year was on both the first and second floor due to increased participating vendors. It provided opportunities for those in the food and beverage industries in the East Coast to meet the exhibitors and view products and place orders for their restaurants. The expo also featured new products of packaged foods, amusements and beverages as well as demonstrating shortbread and handpanning suggestions and having a cup sales increase. New York Mutual Trading is a partner of connecting Japanese vendors and Japanese items like teahouse items, food and beverages since the 1920s.



*Location: 123 W. 46th St. (bet. 6th & 7th Aves.), New York, NY 10036  
Tel: 212.422.9535 / [www.nyot.com](http://www.nyot.com)*



# JAPAN SQUARE

A website that brings you  
Japanese food, crafts and culture.

<http://www.japansquare.com/> JAPANSQUARE

Fine food and specialty items produced in Japan.  
Objects that shine with craftsmanship delivered directly to your door.  
With a current lineup of more than 5,500 food & craft items.

Enter the Coupon code and a JPY1,000 discount will be applied **20AE65X7** until Nov.30

Through this magazine's gift card promotion, a chasen whisk and cup set  
that can be used to make delicious cafe au lait will be given as a present to 5 people!

Readers of CHOPSTICKS NY can read information about other bargain campaigns & more by clicking on the banner on CHOPSTICKS NY's home page!



A "Kiran-de" style wine cup  
with gold decoration on bright painting.

Kizamari Wine Cup Collection (Small) Set of 6,  
Arita Ware (in Wooden Box)  
US\$ 195.02

Edo Kiriko Sake Glass  
(Red & Black Kikuon Pattern)  
US\$ 57.57

Edo Kiriko cut glass has  
been popular for use  
in kitchenware since  
ancient times.  
Please enjoy the unique  
beauty of Edo culture.



Beautiful glass server and  
glass set, with the design  
of bamboo which is often  
seen in Japanese scenery.

3-Piece Bamboo Sake Set  
US\$ 54.37

Created using a traditional method  
of bending wood.  
Drinks slowly get cold and dew doesn't form  
easily due to its heat insulation.

Magewappa Kurikyu  
Beer Cup & Ice pail  
US\$ 39.73 - US\$ 139.04



Raden (abalone-shell inlay)  
technique is applied to make  
this lacquered "Raden Glass".  
This dodecagonal gold-rimmed glass  
overflows with refinement.

Gold Cup (Kaleidoscope Series)  
Cherry Blossom (w/Shell) Vermilion  
US\$ 75.84



A splendid item created using both traditional  
and modern techniques.  
Its texture and weight is unique to lacquered glass  
and feels fine in the hand.



Pure Copper Hammered Pattern Tumbler  
(Thin Black Overlay Finish)  
US\$ 81.26 - US\$ 117.37

JAPANSQUARE shares information about Japan on its official Facebook page.



\* Prices are subject to change according to the currency exchange rate and payment will be made in Japanese yen.

# 2014 Holiday Season Gift with Purchase Campaign!

Nov 11 - Dec 31 or WHILE SUPPLIES LAST!

With \$160 purchase or more;

- Aqua-Collagen-Gel Super Moisture EX 0.35 oz.
- VC100 Pore White Lotion 0.30 fl. oz.
- Aqua-In-Derm Super Essence 0.27 fl. oz.
- Dr. Ci:Labo Original Pouch



Get additional gifts with  
\$210 purchase or more;

- Gold Mask
- Aqua-Collagen-Gel Enrich-Lift EX 0.35 oz.



\*\*Please input the code "VQXJX" before you make a purchase!

Get special gifts from Dr.Ci:Labo for the holiday season!



## [www.cilabousa.com/account](http://www.cilabousa.com/account)

To sign up, access our official website

